
North American Numbering Plan Administrator Announces Plan for Additional Area Code in New Jersey

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“640” Overlay Code Assigned to the Central and Southeastern New Jersey Area

[Neustar](#), Inc. (NYSE: NSR), serving in its capacity as the North American Numbering Plan Administrator (NANPA), announced today that an additional area code, 640, has been assigned to the existing 609 area code that serves the Central and Southeastern area of New Jersey, including the cities of Atlantic City, Hammonton, Princeton and Trenton.

Neustar forecasts that numbering resources in the 609 area code will be exhausted by the third quarter of 2018. The New Jersey Board of Public Utilities has directed all local exchange service providers to activate the new area code to ensure the availability of numbering resources in a manner that is most efficient and least confusing for consumers, while minimizing possible disruption to consumers and businesses.

The Federal Communications Commission (FCC) selected Neustar to serve as the NANPA, the neutral third-party administrator that works with the telecommunications industry in developing area code relief plans. NANPA also oversees the assignment of area codes, central office codes, carrier identification codes, and other numbering resources throughout the United States, Canada, Bermuda and various Caribbean countries.

For more information on the North American Numbering Plan Administrator, visit [here](#). For more information about area code relief planning, visit [here](#).

About Neustar

Every day, the world generates roughly 2.5 quadrillion bits of data. Neustar (NYSE: NSR) isolates certain elements and analyzes, simplifies and edits them to make precise and valuable decisions that drive results. As one of the few companies capable of knowing with certainty who is on the other end of every interaction, we're trusted by the world's great brands to make critical decisions some 20 billion times a day. We help marketers send timely and relevant messages to the right people. Because we can authoritatively tell a client exactly who is calling or connecting with them, we make critical realtime responses possible. And the same comprehensive information that enables our clients to direct and manage orders also stops attackers. We know when someone

isn't who they claim to be, which helps stop fraud and denial of service before they're a problem. Because we're also an experienced manager of some of the world's most complex databases, we help clients control their online identity, registering and protecting their domain name, and routing traffic to the correct network address. By linking the most essential information with the people who depend on it, we provide more than 11,000 clients worldwide with decisions—not just data. More information is available at <https://www.neustar.biz>.