

---

## Neustar Names Ted Prince Senior Vice President of Media and New Ventures

Sep 18, 2012

Sterling, VA - [Neustar](#), Inc. (NYSE: NSR) today announced that Ted Prince has joined the company as its Senior Vice President of Media and New Ventures. Mr. Prince will be responsible for overseeing Neustar's Media group, including Neustar's UltraViolet™ initiatives.

Neustar powers the UltraViolet Coordinator, which is an open system for digital content distribution anchored by a shared, cloud-based digital media library and account management system. Mr. Prince also will focus on developing other promotion, protection and new media businesses in the information and analytics space along with developing new strategic partnerships across Neustar's key vertical markets. He reports directly to Julian Lighton, senior vice president of Strategy and Corporate Development.

Prior to joining Neustar, Mr. Prince was Chief Operating Officer, Global Media, and President, National Geographic Ventures where he led the company's digital media businesses and new initiatives, including strategy, content, marketing, technology, distribution and partnerships.

"Ted's experience transforming National Geographic into a leader in nonfiction digital media makes him the strongest possible choice for this position," said Lisa Hook, president and CEO, Neustar. "Ted and I worked together for several years at AOL, and I look forward to collaborating with him once again. For Neustar, expanding strategic partnerships and new media businesses is a vital part of our strategy, and expanding upon our success in helping to build and run the entertainment industry's UltraViolet initiative is an important opportunity."

"At National Geographic, Ted was very successful in building and leading a team that drove digital, TV and new platform revenues. Ted's track record and his extraordinary knowledge will be highly valuable as he develops new partnerships and ventures for Neustar's businesses, from media and advertising to information services and analytics," said Mr. Lighton.

"I am thrilled to join Neustar, and look forward to working with the team to build the company's Media and New Ventures group. This is an exciting time to join Neustar, with so many new initiatives taking off. I'm looking forward to helping this amazing business continue to grow and develop," said Mr. Prince. He added, "Having the

opportunity to work once again with Lisa Hook just adds to my excitement in joining the company.”

At National Geographic, Mr. Prince's responsibilities included overseeing National Geographic Channel's joint venture with News Corp., creating new digital revenue streams for the company and integrating new distribution channels across multiple digital platforms. Before joining National Geographic Ventures, Mr. Prince was Senior Vice President, Strategy and Business Development at AOL Broadband from 2002-2003, and Senior Vice President, Business Development for AOL from 1999-2002. In both positions, Mr. Prince managed and negotiated business-to-business partnerships. Prior to his tenure at AOL, Mr. Prince was director, Corporate Development and Assistant General Counsel at PATHNET and an Associate, Technology, Corporate and Regulatory Groups at Pillsbury, Winthrop, Shaw, Pittman.

**About Neustar:**

Neustar, Inc., (NYSE: NSR) is a trusted, neutral provider of real-time information and analysis to the Internet, telecommunications, entertainment and marketing industries throughout the world. Neustar applies its advanced, secure technologies in routing, addressing and authentication to its customers' data to help them identify new revenue opportunities and network efficiencies, and institute cybersecurity and fraud protection measures. More information is available at [www.neustar.biz](http://www.neustar.biz).