

## Air2Web Leverages NeuStar's Wireless Message Routing Service for Quick and Accurate Routing

Mar 12, 2009

NeuStar announced that Air2Web, a leading mobile marketing and integrated mobile

technology company, has extended its contract for NeuStar's Wireless Message Routing Service

(WMRS) based on the value, quality and accuracy NeuStar provides. NeuStar's WMRS enables

query-based access for real-time routing of multimedia (MMS) and SMS traffic. Specifically,

whenever an Air2Web subscriber attempts to send an MMS or SMS, the Air2Web platform

queries Neustar's WMRS database and identifies the correct destination for the message to

ensure successful delivery and realize cost efficiencies.