
NEUSTAR ANNOUNCES PARTNERSHIP TO BRING DIGITAL LITERACY PROGRAM TO CALIFORNIA SCHOOLS

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San Francisco – Neustar, Inc., a trusted, neutral provider of real-time information and analysis to the Internet, telecommunications, information services, financial services, retail, media and advertising sectors, today launched a major new initiative to bring an innovative digital literacy curriculum to schools throughout California. The partnership makes the online, in-class program, known as *My Digital Life*, available to every middle school and high school in the state at no cost to school districts or taxpayers.

Powered by EverFi, a leading education technology company, the Neustar *My Digital Life* program launched today at Martin Luther King, Jr., Middle School in San Francisco. The program is now available to schools throughout California, and 55 schools have already signed up for the program. California Lt. Gov. Gavin Newsom, Neustar President and CEO Lisa Hook, EverFi COO Tammy Wincup and Principal Natalie Eberhard gave remarks at the launch. The program is also currently in use in schools in Virginia and Kentucky, as a result of Neustar's sponsorship in those states.

"Neustar understands the importance of STEM education and realizes that teaching students how to leverage technology in a safe and responsible way will foster the next generation of talented professionals," said Neustar President and CEO Lisa Hook. "By joining with EverFi for the *My Digital Life* project, we ensure that tomorrow's innovators will be armed with the tools they need to become successful leaders in their fields, while enabling Neustar to have a positive impact on the communities in which our employees live and work."

"Students today often have access to the tools necessary to succeed – computers, the Internet, smartphones – but do they leverage the technology in a responsible way?" said EverFi COO Tammy Wincup. "For many students, knowledge on such issues as cyberbullying, privacy, and responsible social networking is the new digital divide. EverFi is working to tackle this knowledge gap head on and at scale."

"In the U.S. and especially in California, our students must have the knowledge and tools they need to make responsible online decisions," said Lt. Gov. Gavin Newsom. "But their knowledge has to go beyond just being safe; we need to prepare them to succeed in the knowledge economy, to fill countless California jobs in science, technology and engineering. My Digital Life has the potential to give them that knowledge."

The *My Digital Life* program is an interactive, new media learning platform that combines the power of cutting-edge instructional design, rich media, and gaming. The 3.5-hour curriculum is designed for students in 8th and 9th grade and aligns with national standards established by the International Society for Technology in Education (ISTE), as well as state standards. The program covers a wide range of topics including privacy, security, cyberbullying, digital relationships, and digital addiction. The curriculum also focuses on building digital skills, such as creating a blog, maintaining a responsible social networking profile, and evaluating online research sources for legitimacy. By helping students understand the power of technology, the program also exposes them to possible career opportunities in the field. The learning platform tracks knowledge gain as well as students' attitudes and behaviors on these important issues.

About Neustar

Neustar, Inc. (NYSE: NSR) is a trusted, neutral provider of real-time information and analysis to the Internet, telecommunications, information services, financial services, retail, media and advertising sectors. Neustar applies its advanced, secure technologies in location, identification, and evaluation to help its customers promote and protect their businesses. More information is available at www.neustar.biz.

About EverFi, Inc.

EverFi, Inc. is the leading education technology company to teach, assess, and certify students in critical skills. EverFi's education learning platforms include Financial Literacy, Student Loan Management, Digital Literacy, Cyberbullying, Alcohol Abuse and Sexual Assault Awareness. EverFi has nine published studies documenting the efficacy of several of our education technology platforms. The company teams with major corporations and foundations to provide the programs at no cost to K-12 schools. They also partner with the Connect2Compete initiative to empower millions of low-income families with broadband Internet, PCs, and digital literacy education at zero cost to taxpayers. Learn more at www.everfi.com.