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## Neustar Receives Exceptional Customer Satisfaction Ratings in 2012 NPAC Performance Survey

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STERLING, Va. – [Neustar](#), Inc. (NYSE:NSR), the United States' Local Number Portability Administrator (LNPA), earned a near-perfect score in an independent customer survey for its performance in 2012. Neustar scored 3.9 out of a possible 4.0 in overall customer focus, with an average score of 3.84 out of 4.0 across all surveyed categories. The report measures all aspects of Neustar's service, including customer satisfaction, operational excellence and neutrality.

As the LNPA, Neustar operates the Number Portability Administration Center (NPAC), the nationwide telephone number registry that enhances innovation and competition in the U.S. telecommunications market by allowing consumers to keep their phone numbers when choosing a new service provider. The impressive survey results reflect the assessments of service providers across the country of all sizes and network technologies, including fixed line, wireless and Voice over IP (VoIP) providers.

The survey, which is conducted annually by The Management Network Group, Inc., offers a broad evaluation of each aspect of the LNPA's performance. Developed in partnership with the communications industry, the survey examines Neustar's responsiveness, industry expertise, neutrality in operations and innovations, billing timeliness and accuracy, system performance, clarity and reliability of communications, and overall attention to customer needs.

Service providers were asked to rate these components of Neustar's service on a scale of 1 to 4, with 4 meaning "extremely satisfied" and 1 meaning "completely dissatisfied." The 2012 average score of 3.84 means that virtually all respondents are extremely satisfied with Neustar's performance. In particular, Neustar's score of 3.9 for "overall customer focus" demonstrates Neustar's commitment to meeting the needs of service providers – and the consumers they serve – at a time of extraordinary innovation in the communications industry.

Neustar has received exceptional customer satisfaction ratings for the past 10 years. In 2011, Neustar received an average score of 3.8 out of 4.0, and it received a higher rating in nearly every category in 2012.

"The results of these customer surveys demonstrate once again that Neustar is a trusted and reliable partner with the communications industry, as we provide number portability services that U.S. consumers and businesses

depend on 24/7,” said Steve Edwards, Senior Vice President of Carrier Services for Neustar. “Given how critical local number portability is to our customers’ day-to-day success, providing the highest level of service is our number one priority. Every year, we strive to address the valuable feedback we receive through the customer survey in order to continue investing in our operation and satisfying our customers’ evolving needs. We are gratified that our customers recognize the expertise, experience and hard work that ensure that the communications industry and American consumers have the most reliable and effective local number portability service in the world.”

Local number portability services have been an essential part of the U.S. communications infrastructure since the beginning of Neustar’s nationwide administration of the NPAC. Consumers have reaped significant benefits from the competition and innovation that result from a high-performing number portability infrastructure. The complexity of the LNP operation – and the large number of service providers it supports – requires an administrator with a proven track record of performance. The service provider feedback is as an important reminder that degradations or lapses in the execution of local number portability carry numerous risks not only to service provider operations, but also to the consumer experience that the U.S. public has come to expect.

#### **About Neustar:**

Neustar, Inc. 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 <https://www.neustar.biz>.