
Neustar Names John Caldwell Vice President of Media and New Ventures

May 29, 2013

Sterling, VA - [Neustar](#), Inc. (NYSE: NSR) today announced that digital media industry veteran John Caldwell has joined the company as Vice President of Media and New Ventures. Mr. Caldwell comes to Neustar from the National Geographic Society, where he served as President and Chief Digital Officer since 2008 and oversaw National Geographic's global digital media business and initiatives.

In his new role, Mr. Caldwell will develop Neustar Information Services' overall strategy in the media industry. He will work with the Neustar leadership team to accelerate the adoption of the company's growing offering of information and data analytics services within the media ecosystem—specifically with publishers, broadcast and cable television companies, digital agencies and native digital media organizations. Mr. Caldwell will also focus on developing new media businesses within Neustar as well as developing new strategic partnerships within the media industry. He will report to Ted Prince, Neustar's Senior Vice President of Media and New Ventures.

“Our unique data and analytics services help our customers, including media companies and advertisers, reach the right audiences at the right time,” Prince said. “John's strong media background in digital operations and strategy, combined with a track record in forming strategic partnerships, will be essential as Neustar continues to expand its presence in this industry.”

During his time at National Geographic, Mr. Caldwell was responsible for the online, mobile, interactive publishing and games business units as well as content distribution partnerships. Prior to National Geographic, he served as vice president of corporate development for the consumer health startup Revolution Health Group. He also worked in a variety of senior management roles at AOL, where he oversaw the development of AOL's strategic relationships and agreements with broadband and mobile companies, advertising and sponsorship deals and retail channel strategic alliances. Mr. Caldwell previously worked at the Coca-Cola Company, serving as director and general manager of the western region for the company's Wendy's International account business.

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.