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# Neustar Names Sujata Gosalia Senior Vice President of Marketing

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**Sterling, VA** — [Neustar](#), Inc. (NYSE: NSR) today announced that Sujata Gosalia will join the company as Senior Vice President of Marketing. In this newly created position, Ms. Gosalia will be responsible for creating marketing strategies and offer innovations to fuel growth across Neustar's product portfolio. Ms. Gosalia's appointment will be effective immediately. She will report directly to Neustar President and CEO Lisa Hook.

"Sujata brings the perfect mix of business savvy, marketing know-how and strategic thinking to this position," said Ms. Hook. "Her experience in the rapidly changing information services industry will be a key asset as we continue to enhance and expand our data and analytics offerings."

Ms. Gosalia comes to Neustar from the international consulting firm of Oliver Wyman, where she was a Partner in the New York Office advising a wide array of clients in the media, technology and information services industries. Her specific areas of expertise include commercial effectiveness and offer innovation, as well as transformative growth strategy development. Ms. Gosalia was previously head of the General Management Consulting office in New York. Prior to Oliver Wyman, she worked at the investment bank of JP Morgan Chase.

Ms. Gosalia holds degrees in economics and international studies from the University of Pennsylvania, as well as a master's degree in international political economy from the London School of Economics.

"I am thrilled to be joining the Neustar team at a time of exciting growth and opportunity," said Ms. Gosalia. "I have seen first-hand the incredible growth potential in information and analytics across many of the sectors that Neustar serves, and I look forward to contributing to the new solutions that Neustar will bring to these markets."

## About Neustar

Neustar, Inc. (NYSE: NSR) is a trusted, neutral provider of real-time information and analysis to the communications services, financial services, retail, media and advertising sectors. Neustar applies its advanced, secure technologies to help its clients promote and protect their businesses. More information is available at [www.neustar.biz](http://www.neustar.biz).