

Neustar Launches Text Everywhere Service Enabling People to Text on Any Device

Oct 3, 2011

STERLING, VA - Neustar, Inc., (NYSE: NSR) today announced its new Text Everywhere service

that allows communication service providers to offer text messaging service, using SMS or short

messaging service, on network-connected devices. Text Everywhere is designed to deliver all

the benefits of text messaging without limiting subscriber choice. Consumers and businesses

using this service will be able to send and receive text messages from network-connected

devices including televisions, IP desk phones, tablets, netbooks, etc.

“The rapid adoption of tablet and other network-connected technology is changing how

consumers and businesses connect in their daily lives. Neustar’s Text Everywhere provides

operators with a simple, secure, and scalable solution to meet the demands of their customers,”

said Steve Edwards, senior vice president, Carrier Services, Neustar. “What we are announcing

today only scratches the surface of what will be possible with this creative approach to IP-

enabled services in the future. We look forward to collaborating with our customers to expand

digital communications.”

Text Everywhere will help enable compelling new experiences for consumers, new revenue

opportunities for operators, and new ways for people to collaborate in the workplace. This IP-

based service removes the service limitations from the phone number and instead examines

the device capability. Text Everywhere also will include features such as:

- **Seamless Integration for Operators** - » No special equipment required. Service is

supported by existing voice service activation and management services.

- **SMS Auditing for Businesses** - » Reporting functionality on SMS usage by employees

for IT and compliance departments.

- **Parental Controls** - » Ability to create settings that limit SMS capabilities during

specific times or to certain numbers.

Neustar's innovative approach to the delivery of IP-enabled services unlocks the potential for

ingenious new applications and services that operators can offer to their consumer and

business subscribers. Text Everywhere is the first example that will be commercially available.

The company is continuing to explore ways operators can deliver rich new online services, from

emergency applications to connected home functionality.

“Text messaging remains among the most popular ways for people to stay connected,” said

Brian Partridge, vice president, Yankee Group. “Technology solutions

that bridge the technological underpinnings of SMS text messaging with the growing popularity

of IP-enabled devices bring a wide variety of potential use cases. This new approach to text

messaging proposed by Neustar extends the possibilities for greater innovation in the

telecommunications industry.”

About Neustar, Inc.

Neustar, Inc. (NYSE: NSR) provides market-leading, innovative services that enable trusted

communication across networks, applications, and enterprises around the world. To learn more

about Neustar, visit www.neustar.biz .