

FOR IMMEDIATE RELEASE

American Roaming Network Extends Wireless Capabilities with Neustar's Wireless Message Routing Service

STERLING, Va., August 5, 2009 – Neustar, Inc. (NYSE: NSR) today announced that American Roaming Network (ARN), the largest provider of unregistered roaming services to a majority of the carriers in the United States, has selected Neustar's Wireless Message Routing Service (WMRS) to enable query-based access for real-time routing of multimedia (MMS) and SMS traffic among mobile operators, content providers, aggregators, and other entities that enable the routing and billing of wireless messaging.

ARN is the largest unregistered roaming service in the United States, and processes over 18 million unbillable calls per month. These unbillable calls are generated by major United States mobile carriers, and can originate from unregistered cell phones or inactive cell phones. Unbillable calls also can result from manual roaming, in which a cell phone either does not have a valid subscription or a carrier cannot properly identify a cell phone using automatic roaming. ARN will use WMRS to determine if a telephone number is associated with a landline or mobile device, and can then provide Collect to Cell (Premium SMS) for unregistered roaming services to the majority of the wireless carriers in the United States.

"We are very pleased with the WMRS product, as it will help us to properly identify landline and mobile telephone numbers in real time," said Milton Volz, president of ARN. "This will enable us to process the call for Collect to Cell as an added value billing option. Our new Collect to Cell service also leverages Neustar's ability to identify mobile phone numbers versus landline numbers. Neustar's services have been invaluable in verifying landline collect call parties, ensuring all completed calls

can be billed. Their team provides ARN with world-class service with a personalized touch, making them an excellent choice for our new wireless service.”

“Neustar looks forward to helping American Roaming Network harness the power and flexibility of WMRS,” said Chris Drake, vice president of product management for Neustar’s Converged Addressing service group. “Our WMRS provides the telephone number-to-Internet URL mapping necessary for reliable message termination among service providers. In a typical instance for American Roaming Network, a subscriber will send an MMS or SMS, triggering the ARN platform to query the WMRS database and identify the correct destination.”

Available since 2003, Neustar's WMRS service currently provides routing information for hundreds of millions of MMS and SMS messages per month

###

About Neustar

Neustar (NYSE: NSR) solves complex communications challenges and provides market-leading, innovative solutions and directory services to enable trusted communication across networks, applications, and enterprises around the world. Visit Neustar online at www.neustar.biz.

About American Roaming Network

American Roaming Network (ARN) is the largest provider of unregistered roaming services to a majority of the carriers in the United States. ARN processes over 23 million calls each month that originate from un-registered or deactivated mobile phones. ARN is the premier provider of CDMA roaming in the country, servicing top wireless carriers (Verizon, Sprint, AT&T, ALLTEL, US Cellular, and Metro PCS) and many other national and regional wireless carriers, as well as international carriers. For further information about ARN, visit www.americanroaming.com or www.arncollect.com.

Investor Relations Contact:

Brandon Pugh
(571) 434-5659
brandon.pugh@neustar.biz

Media Relations Contact:

John Schneidawind
(571) 434-5596
john.schneidawind@neustar.biz