

FOR IMMEDIATE RELEASE

Celcom Selects NeuStar to Deliver Interconnected Mobile IM Services to Malaysia

MACAU, Mobile Asia Congress, 19 November 2008 – NeuStar, Inc. (NYSE: NSR) today announced that it has been selected by Celcom (Malaysia) Berhad, a leading mobile communications provider in Malaysia, to deliver a range of “interconnect-ready” mobile Instant Messaging (IM) services to Celcom’s customers.

Using NeuStar’s market-leading suite of IM solutions and broad range of clients, Celcom’s customers will have instant access to Yahoo! Messenger from their mobile handsets so they can be online whenever they want. Further, Celcom’s own-branded IM service will allow subscribers to build their own IM communities and enable them to communicate over IM regardless of whether they are currently a member of any particular Internet IM community.

Celcom now will be able to extend interoperability to other operator networks in Malaysia using NeuStar’s Interconnect Platform (ICP) and Hub, thus enabling any mobile phone user in Malaysia to communicate with any mobile phone user through mobile IM. This supports the GSMA’s Personal IM initiative for operators to build on the success of SMS and create one interconnected global IM community.

Dato’ Sri Shazalli Ramly, chief executive officer at Celcom, said: “We saw a great opportunity in mobile IM, and our relationship with NeuStar has helped to make it a reality. Our customers enjoy IM on the PC, and we know they will enjoy being able to IM each other using their mobile phones regardless of what community they are in. NeuStar’s leading IM services and interconnect solutions are proven and scalable, and

therefore we are confident our customers will have the best user experience. We are looking forward to making Malaysia the first country in Asia to enjoy full network-to-network mobile IM.”

Guenter Krauss, general manager of NeuStar Next Generation Messaging (NGM), said: “The success of SMS demonstrates that mobile IM will generate significant revenues, and an interconnected solution provides a wide opportunity for all operators to benefit. NeuStar’s vision is a world where everyone can instantly communicate, regardless of community, device, location, or network. The coming together of all operators in Malaysia will be a welcome development, and we are delighted that NeuStar’s market-leading solutions are making this happen.”

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About NeuStar, Inc. and NeuStar Next Generation Messaging

NeuStar (NYSE: NSR) provides market-leading and innovative services that enable trusted communication across networks, applications, and enterprises around the world. For more information, please visit www.neustar.biz and www.neustar.biz/ngm.

About Celcom (Malaysia) Berhad

Celcom (Malaysia) Berhad is now the country's most experienced and premier mobile cellular telecommunications company with 7.5 million customers. It currently has the widest network coverage covering 98% of the populated areas in the country. We were the first to launch the 3G service in Malaysia and have the widest 3G coverage in the country.

Celcom also offers international roaming service in 120 countries over 315 networks worldwide. It currently offers mobile telephony services in Malaysia for postpaid and prepaid products under the 019 and 013 access codes. For more information on Celcom, log on to <http://www.celcom.com.my>.

NeuStar Media Contact:

John Schneidawind

+1 (571) 434-5596

john.schneidawind@neustar.biz