

FOR IMMEDIATE RELEASE

Neustar Chosen to Provide Clearinghouse Solution for Entertainment Industry's Digital Marketplace Initiative

DECE Consortium Recognizes Neustar's Advanced Technology and Commitment to Neutrality

STERLING, VA, January 28, 2010 – Neustar, Inc. (NYSE:NSR) today announced that it has been selected by the Digital Entertainment Content Ecosystem (DECE) LLC to provide a clearinghouse solution for the industry consortium. Neustar will develop and manage the consortium's Digital Rights Locker, a cloud-based authentication service and account management hub that provides consumers with access to their digital entertainment. The launch of the Digital Rights Locker is targeted for the second half of 2010.

DECE is a consortium of leading entertainment, consumer electronics, and technology companies and retailers dedicated to developing the next generation digital media experience based on open, licensable specifications. A full listing of member companies can be found at www.decellc.com.

"Security, scalability and flexibility are key requirements for us in building the digital locker service for DECE," said Mitch Singer, chief technology officer at Sony Pictures and president of DECE. "Neustar has a track record for handling complex technological challenges across large operations – from governments to massive enterprises – in a secure, seamless and neutral manner."

Neustar's data management technology, infrastructure and customer support will power DECE's Digital Rights Locker solution — providing consumers access to all of their DECE-compliant movies, TV and other entertainment in one place; manage access to the content in the account; and register or update different devices for playback. DECE will provide open application programming interfaces (APIs) that allow any participating Web-enabled storefront, service or device to integrate access to the Digital Rights

Locker into their own consumer offerings. Additionally, the Digital Rights Locker will be accessible from the DECE-branded site.

“DECE’s digital ecosystem needs are right in Neustar’s wheelhouse,” explained Jeff Ganek, chairman and chief executive officer at Neustar. “As a neutral third-party interoperability provider, we excel at enabling markets and helping industries realize their digital ambitions. We look forward to working with the consortium in its effort to empower consumers.”

More information about the DECE initiative will be available at the Neustar pavilion (The Fira, The Avenue, Stand AV78) at Mobile World Congress 2010. The event takes place February 15-18 in Barcelona. See www.mobileworldcongress.com for details.

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About Neustar, Inc.

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

About Digital Entertainment Content Ecosystem (DECE) LLC

The Digital Entertainment Content Ecosystem (DECE) LLC is a cross-industry initiative developing the next generation digital media experience based on open, licensable specifications and designed to create a viable, global digital marketplace. The DECE is currently made up of Adobe, Alcatel-Lucent, Ascent Media Group, Best Buy, Blueprint Digital, CableLabs, Catch Media, Cisco, Comcast, Cox Communications, Deluxe Digital, DivX, Dolby Laboratories, DTS, ExtendMedia, Fox Entertainment Group, HP, Intel, Irdeto, Liberty Global, Lionsgate, Microsoft, MOD Systems, Motorola, Movie Labs, Nagravision, NBC Universal, Netflix, Neustar, Nokia, Panasonic, Paramount Pictures, Philips, RIAA, Rovi, Roxio CinemaNow, Samsung Electronics, Secure Path, Sony, SwitchNAP, Tesco, Thomson, Toshiba, Verimatrix, VeriSign, Warner Bros. Entertainment, Widevine Technologies Inc. and Zoran. This new digital media specification and logo program will enable consumers to purchase digital video content from a choice of online retailers and play it on a variety of devices and platforms from different manufacturers.

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Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995

This press release includes information that constitutes forward-looking statements made pursuant to the safe harbor provision of the Private Securities Litigation Reform Act of 1995, including, without limitation, statements about our expectations, beliefs and business results in the future. We have attempted, whenever possible, to identify these forward-looking statements

using words such as "may," "will," "should," "projects," "estimates," "expects," "plans," "intends," "anticipates," "believes" and variations of these words and similar expressions. Similarly, statements herein that describe our business strategy, prospects, opportunities, outlooks, objectives, plans, intentions or goals are also forward-looking statements. We cannot assure you that our expectations will be achieved or that any deviations will not be material. Forward-looking statements are subject to many assumptions, risks and uncertainties that may cause future results to differ materially from those anticipated. These potential risks and uncertainties include, among others, successful testing and implementation of the DECE solution, any delays in the testing and/or launch of the DECE solution, the rate at which end-users adopt the DECE solution, disruptions to our operations that deliver services to the DECE "Digital Locker" solution, the uncertainty of whether the DECE solution will achieve market acceptance, business, regulatory and statutory changes affecting the provision of the digital entertainment content, and the effects of natural disasters, public health emergencies, international conflicts and other events beyond our control. More information about potential factors that could affect our business and financial results is included in our filings with the Securities and Exchange Commission, including, without limitation, our Annual Report on Form 10-K for the year ended December 31, 2008 and subsequent periodic and current reports. All forward-looking statements are based on information available to us on the date of this press release, and we undertake no obligation to update any of the forward-looking statements after the date of this press release.

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