

FOR IMMEDIATE RELEASE**Neustar and NeoMedia Speed Up Widespread Implementation of Mobile 2D Barcodes**

Licensing agreement unlocks the potential for “one click” two-dimensional barcode mobile marketing and commerce

Sterling, Va., October 6, 2009 – Neustar today announced a landmark agreement with NeoMedia Technologies Inc. to have Neustar act as the exclusive patent licensing agent in the US for NeoMedia’s intellectual property for two-dimensional (2D) barcodes. The agreement creates a “one stop shop” for consumer brands to simply and affordably use barcodes to deliver exciting new applications, services and compelling content to mobile consumers.

The addition of Neustar’s central registry services to NeoMedia’s patented barcode technology also means that brands now will be able to offer barcode marketing to consumers regardless of which mobile service provider or barcode reading software a consumer’s mobile device uses. The Neustar/NeoMedia collaboration enables brands to offer more targeted and dynamic communication options to mobile consumers, beyond simply taking them to a general website.

“Neustar is committed to establishing an open, consistent, and easy opportunity for brands to deploy 2D barcodes that reach the widest audience possible,” said Diane Strahan, Vice President of Mobile Services at Neustar. “This licensing agreement, combined with Neustar’s interoperable 2D barcode [pilot](#) launched in March, provides the advertising and mobile operator community confidence for a more rapid commercialization of mobile barcodes.”

“Customers and the advertising community can now easily secure a clear and predictable path to licensing and implementing NeoMedia’s patented barcode technology,” said Iain McCready, CEO of NeoMedia. “Advertisers have been waiting for a reliable and scalable barcode system, and with this agreement, mobile barcode technology can now fulfill its promise of turning mobile devices into ‘point-of-sale’ catalysts for mobile commerce.”

About Neustar

Neustar 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 NeoMedia Technologies :

NeoMedia Technologies, Inc. (OTCBB: NEOM) is the global leader in mobile barcode scanning solutions. Our technology allows mobile devices with cameras to read 1D and 2D barcodes and provide “one click” access to mobile content. Combining this technology with advanced analytics and reporting capabilities revolutionizes the way advertisers market to mobile consumers.

NeoMedia provides the infrastructure to make 2D camera barcode scanning and its associated commerce easy, universal, and reliable – worldwide.

The company’s mobile phone technology, NeoReader, reads and transmits data from 1D and 2D barcodes to its intended destination. Our Code Management and Code Clearinghouse platforms create, connect, record, and transmit the transactions embedded in the 1D and 2D barcodes, like web-URLs, text messages (SMS), and telephone calls, ubiquitously and reliably.

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