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## **GSM Association and NeuStar Sign Agreement to Offer Root DNS Services to More than 680 Global GSM Mobile Operators**

**SINGAPORE** - The GSM Association (GSMA) and NeuStar (NYSE: NSR) have signed an agreement to offer Root Domain Name System (DNS) services to more than 680 global GSM (Global System for Mobile Communications) mobile operators.

NeuStar's Root DNS will manage a global common directory enabling GSM networks to interoperate, providing wireless subscribers across networks with access to mobile data, content and multimedia services – both on roaming or home networks.

The directory, which aims to become the definitive source for GSM operators to access shared DNS services, draws upon the combined strength of the GSMA membership, which serves more than 1.5 billion mobile subscribers across 210 countries

and territories, and NeuStar's DNS registry infrastructure and expertise in providing essential clearinghouse services to the global communications industry.

“We selected NeuStar after an extensive competitive bid and evaluation process. As Root DNS provider, NeuStar will facilitate seamless global interoperability between GSM mobile operators,” said Rob Conway, CEO and Board member of the GSMA.

NeuStar's Root DNS service will serve two functions: first, to register domain names under the suffixes “gprs” and “3gppnetwork.org,” which are used to register private domain names that allow operators to retrieve routing information when a subscriber accesses data and multimedia services on a roaming or home network. For example, a U.S. mobile subscriber traveling on business in Singapore will be able to access a video or audio file using their mobile device while roaming on a local GSM network.

Additionally, NeuStar will operate the master DNS root server and provide updates to GRX (GPRS Roaming Exchange) and MMS (Multimedia Messaging Service) providers, allowing mobile operators to access updated DNS routing information.

“NeuStar's Root DNS service supports carrier-grade reliability and availability, ensuring seamless business operations involving DNS, such as domain name registrations, calls, messages and session processing,” said Jeff Ganek chairman and CEO, NeuStar. “Due to IP-based network convergence, NeuStar's DNS services will play an increasingly vital role in the mobile industry for data and content services such as

multimedia messaging services (MMS), push-to-talk over Cellular (PoC), and IP multimedia service (IMS).”

The GSMA’s board comprises representatives from the world’s leading mobile operator groups, and provides leadership on a wide range of industry issues on behalf of all GSM mobile operators around the world.

**About NeuStar, Inc.**

NeuStar (NYSE: NSR) is a provider of essential clearinghouse services to the North American communications industry and Internet service providers around the world. Visit NeuStar online at [www.neustar.biz](http://www.neustar.biz).

**About the GSM Association**

The GSM Association (GSMA) is the operator-led trade association representing the global mobile industry.

Encompassing technical, commercial and public policy initiatives, the GSMA focuses on ensuring that wireless services work globally, thereby enhancing the value of mobile services to individual customers and national economies while creating new business opportunities for operators and their suppliers.

The GSM Association has embraced more than 680 operator members serving more than 1.5 billion customers across 210 countries and territories. More than 150 manufacturers and suppliers support the Association’s initiatives as Associate Members. The GSM community accounts for 76.2 percent of the digital mobile phone market worldwide.

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