

FOR IMMEDIATE RELEASE

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

Geographic Split Plan Approved for 760 Area Code

*New "442" Area Code In Northern San Diego County To Take Effect
November 8, 2008*

STERLING, VA, May 22, 2008 – NeuStar, Inc. (NYSE: NSR), acting in its capacity as the North American Numbering Plan (NANP) administrator, announced today that the new 442 area code has been assigned to northern San Diego County as part of a split of the 760 area code, and that the new 442 area code will take effect on November 8, 2008. The California Public Utilities Commission (CPUC) approved the geographic split relief plan for the area now served by the 760 area code on April 24, 2008.

The 760 area code currently serves northern San Diego County and extends east and northeast to the borders of Mexico, Arizona, and Nevada. While the 760 area code will continue to serve existing customers in Imperial, Inyo, Kern, Mono, Riverside and San Bernardino counties, customers in the southwestern portion of the 760 area code who reside in communities such as Borrego Springs, Camp Pendleton, Carlsbad, Encinitas, Escondido, Fallbrook, Julian, Oceanside, Pauma Valley, Ramona, San Marcos, Valley Center, Vista, and Warner Springs will migrate to the 442 area code.

Introduction of New Area Code

The 442 area code will be introduced during a six-month "permissive dialing" period, which begins November 8, 2008. During this period, people calling from outside the area

can dial either the old 760 area code or the new 442 area code to reach customers in the 442 area code. Also during this time, customers in the 760 and 442 area codes can call between the two area codes using seven-digit dialing.

Mandatory dialing begins May 16, 2009, at which time callers must use the correct area code to complete their calls. In addition, customers will have to use "1+" ten-digit dialing (the digit 1, the area code, and the seven-digit telephone number) to call between area codes. After mandatory dialing begins, callers who forget to use the new 442 area code will receive a recorded message reminding them that the area code has changed, and they will be required to redial using the proper area code. The three-month recorded reminder will end on August 8, 2009.

Prices of Calls Will Not Be Affected

The introduction of the 442 area code will not affect the price of telephone calls. "All local calls will remain local, regardless of the area code change," said Joe Cocke, NANPA's senior area code relief planner for the Western Region, including California. A new area code is needed in the 760 calling area, Cocke said, because of the demand for additional telephone prefixes and competition in the local phone service market.

###

About NANPA

Area code relief activities for the 760 and 442 area codes are administered by NeuStar, which was selected by the Federal Communications Commission (FCC) to serve as the NANPA. NANPA is a neutral third-party administrator that works with the telecommunications industry in developing area code relief plans and also oversees the assignment of area codes, three-digit central office codes, carrier identification codes, and other numbering resources throughout the United States, Canada, Bermuda, and 16 Caribbean countries. Visit NANPA online at www.nanpa.com.

About NeuStar, Inc.

NeuStar (NYSE: NSR) is a provider of clearinghouse and directory services to the global communications and Internet industry. Visit NeuStar online at www.NeuStar.biz.