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Cricket Selects NeuStar's Campaign Administrator For Its Off-Deck Business

STERLING, Va., June 5, 2007 – NeuStar, Inc. (NYSE: NSR) announced today that Cricket Communications, Inc., a provider of innovative, high-value wireless services, has selected NeuStar's *Campaign Administrator* solution to manage its short code-based off-portal content program. An ASP-based workflow management solution, NeuStar's Campaign Administrator enables carriers and aggregators to jointly navigate and manage the increased volume and complexities involved in provisioning today's mobile campaigns – quickly bringing more content and more options to Cricket customers.

NeuStar's Campaign Administrator solution enables Cricket to offer its customers access to new off-deck content and applications, reduce time-to-market for overall campaign implementation, and optimize internal resources to manage full campaign lifecycles from submission to de-provisioning.

“NeuStar's Campaign Administrator is an ideal example of a service offering that brings more off-portal content and choice to consumers, while at the same time providing value throughout the mobile ecosystem,” said Diane Strahan, vice president of mobile services at NeuStar. “It is a comprehensive solution that allows carriers and aggregators to review, approve, launch and manage their mobile campaigns from a centralized portal using

simple Web-based tools. Integration with the CSC Registry at www.USshortcodes.com expedites the campaign submission process and ensures data integrity. We are proud and excited to partner with Cricket, and we are looking forward to demonstrating what an indispensable component of mobile marketing Campaign Administrator will be.”

Highlights of NeuStar’s Campaign Administrator offering include:

- **“At-A-Glance” Dashboard and Quick Sort**, which provides a comprehensive view of short code-based campaigns and their current provisioning progress through the carrier workflow process, and offers one-click access to campaign information and dynamic sorting and filtering functions.
- **Customized workflow and workflow automation**, which includes alarms and timers for workflow tasks and customer-managed notifications on completed and overdue tasks requiring escalation.
- **Detailed journal entries**, which automatically generate an “audit trail” of important campaign data events and incidents, and allow authorized users to generate ad hoc entries.
- The ability to **copy and clone campaign data**, which can lead to a more satisfying user experience for aggregators, application providers and content providers.
- **Robust reporting**, which offers user-defined parameters and output in HTML, .pdf, .csv, and .xls formats
- **Data security and integrity features** maintain the confidentiality of campaigns and campaign data.
- **Other features** including the ability for customers to effortlessly manage external organizational relationships, administer internal user access and privileges, streamline change management processes, and simplify search and sort features. Additional modules are available, with optional features and enhancements, for increasingly complex needs.

About NeuStar

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. For more information about NeuStar’s Campaign Administrator, please visit www.campaignadministrator.biz.

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