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NeuStar Launches Short Code Campaign Directory

Official Resource For Short Code-Based Mobile Marketing Campaigns Now Available at www.USshortcodes.com

STERLING, Va., June 6, 2007 – NeuStar, Inc. (NYSE: NSR) announced today that it has published the Common Short Code (CSC) Campaign Directory, an online resource showcasing mobile marketing campaigns that utilize five- and six-digit CSCs.

The CSC Campaign Directory is available to the public at www.USshortcodes.com. As the directory is continually updated, companies and organizations seeking to drive traffic to their CSC-based mobile marketing initiatives can list themselves by sending an email to Web@USShortcodes.com.

“The CSC Campaign Directory is tangible evidence that mobile marketing is really taking off,” said Diane Strahan, vice president of mobile services at NeuStar. “Because they create an instant dialogue between marketers and more than 235 million mobile consumers across the United States, CSCs have proven to be a primary channel for driving sales, building brands and piquing consumer interest. For the first time ever, all the creativity and flexibility of CSCs will be on display in one place.”

Billed as both a “who’s who in mobile marketing” and an invaluable reference guide for consumers and marketing professionals alike, the CSC Directory is the official resource

approved by brands and application providers to highlight their mobile marketing campaigns and mobile enterprise offerings. Its intuitive design helps users quickly locate information on the many companies, products and services currently being promoted via short code-based mobile marketing programs.

Currently, CSC Campaign Directory listings are free to all companies that use or have used CSCs. Each listing will include the following elements:

- Actual five- or six-digit short code
- Brand Name and logo (if desired)
- Date of CSC Launch
- Campaign Description (250 words or less)
- Application Provider
- Message Rate

“With millions of wireless subscribers taking advantage of mobile content – from ringtones to interactive television – every day, the CSC Campaign Directory offers an ideal way for users to discover the world of options available to them,” said Doug Busk, vice president of industry relations at SinglePoint. “SinglePoint looks forward to being an active participant in the Directory with our customers' content and media programs.”

NeuStar operates the CSC Registry on behalf of CTIA - The Wireless Association®. CTIA serves as the CSC program administrator.

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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.

The new *Official* CSC Directory
First 100 Campaign Listings

757411	KDGE FM 102.1	Qtones
3jam	KISS FM 965	Red Bull
93XRT	KRBE FM 104.1	Ringspirations
96.1 KISS FM	KTCK AM 1310	Roanoke Times
American Idol	Kube93FM	SearchToppers
ASPCA	LA Clippers	SendMe Mobile
Attendio	La Redoute	SexInfo
CapCom	Lexus Entertainment	ShopText
Cellfire	LiveTone	SMS Jock
Cell Sweeps	loopt	Sony BMG
Champion Call TV	MAMOGO	SportingNews
Chatter	MeetSomeoneTonight	Star 98.7
Cosmo	MMS Technologies	Starbucks
Cosmo Girl	Mobile Commons	Sunnylogo
Denver Post	Mobile Hook Up	Telezone
Diet Television	Mobile Village	TexTea24724
Disney	MobileQube	Textiwon.com
Drop In Media	MobileStorm	Textopoly
ESPN Radio	Mobimii.com	The Today Show
EZ-Tones	Moblabber	The Virginian-Pilot
Family TXTConx	Msgme	The Weather Channel
Faspay	MTV	Tripwing
For Rent	MyCoolMobile.com	TxT85858
Fosters Wine Pairings	NCIC Operator Services	TxtVox
FOX Sports Radio	News-Record	Up-Mobile
Fuse	NY Jets	US Airways
Goose	P1SMS	Vectormobile
GQ Mobile	Palm Beach Post	Videoplay
Homestxt	Paramount Mobile	WNCI-FM
Hot 923	PennySaverUSA	WTMX FM 101.9
Hotprofile	Pictavision	Z100 KKRZ FM
iVisionMobile	Promo2cell	Zannel
JM Family Enterprises	Proxito	Zingku
Katzmobile	Proxpro	