



For Immediate Release

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NeuStar Initiates Mandatory Number Pooling Trial For California's 415 Area Code

Washington, D.C. (August 1, 2000) – To extend the life of California's 415 area code, NeuStar, Inc., began administering a mandatory pooling trial on July 29. An overlay for 415 was scheduled to be implemented on October 21 of this year, but the California Public Utilities Commission suspended that decision on December 6, 1999.

Number pooling is the technology that allows phone numbers to be assigned in blocks of 1,000, instead of the telephone network-mandated structure of 10,000 numbers blocks, which has been in place since 1947. Pooling provides efficient management of numbering resources and proves to extend the life of area codes.

"Pooling trials, particularly the first one in Illinois' 847 area code, have demonstrated to us and to the industry that this is a very effective solution to the country's depleting number resources," said Barry Bishop, Director of Numbering Services for NeuStar. "We are extremely pleased with the efficient conservation that thousand block pooling provides."

Several states have been actively seeking number conservation measures that include number pooling; NeuStar has already been serving as the pool administrator in number pooling trials, both voluntary and mandatory, for area codes in Illinois (708, 847, 630, 312, and 773), New York (212, 516, 718 and 716), and California (310). NeuStar has also been selected as pooling administrator by the following states for upcoming pooling trials in the following area codes, slated to begin later this year and early 2001:

California – 714 and 909

New York – 518

Connecticut – 860

Florida – 954, 561 and 904

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NeuStar serves the entire telecommunications industry as a key partner in its role as the neutral administrator of the North American Numbering Plan (NANPA) and Local Number Portability (LNPA).

As the NANPA, NeuStar is the sole administrator of all area codes and central office codes (or exchanges) in North America.

As the LNPA, NeuStar manages the database that is a critical component for the routing of all telephone calls in North America. All telecommunications carriers in the United States and Canada connect to NeuStar's Number Portability Administration Center (NPAC) in Chicago. There, advanced LNP technology enables customers to keep their same phone numbers if they switch local telephone service providers. The LNP system also conserves numbers and facilitates competition within the industry.

NeuStar, based in Washington, D.C., was formed as an independent company committed to administering high-quality, evenhanded and competitively neutral services to the communications industry. Pooling FAQs and other background information can be found on the following NeuStar web sites: www.nanpa.com or www.numberpool.com. Visit NeuStar online at www.neustar.com.

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