



**For Immediate Release**

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### **NeuStar Selected As Pooling Administrator For California's 818 Area Code**

**Washington, D.C. (December 4, 2000)** -- The California Public Utilities Commission has designated NeuStar, Inc., as the state's interim pooling administrator for southern California's 818 area code, NeuStar announced. The expected implementation date for the mandatory thousand-block number pooling trial for area code 818 is March 24, 2001.

California is already conducting pooling trials in the 310 and 714 area codes in Southern California, and the 415 area code in the northern portion of the state, all under the administration of NeuStar. NeuStar will also begin a pooling trial in the 909 area code in Southern California on December 8th.

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. "There are now a total of 11 states and 31 NPAs under the NeuStar Pooling Administration, and we are extremely pleased with the efficient conservation that thousand block pooling provides."

Several other 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 California (310, 415 and 714), Connecticut (860), Illinois (708, 847, 630, 312, and 773), Maine (207), New Hampshire (603), New York (212, 516, 518, 718 and 716), and Texas (512).

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:

Colorado -- 303 and 720

Florida -- 954, 561 and 904

Nebraska -- 402

Utah -- 385 and 801

New York -- 315, 914, 845, 646 and 347

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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 manages the Number Portability Administration Center (NPAC) for Local Number Portability (LNP).

As the NANPA, NeuStar assigns area codes, central office codes, and other numbering resources, and coordinates the development of industry plans for the introduction of new area codes, in the United States and its territories.

As the LNP Administrator, NeuStar manages the database that is a critical component for the routing of all telephone calls in North America. Hundreds of telecommunications carriers in the United States and Canada connect to NeuStar's 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., is committed to administering high-quality, evenhanded and competitively neutral services to the communications industry. Visit NeuStar's web sites at [www.neustar.com](http://www.neustar.com), [www.nanpa.com](http://www.nanpa.com), [www.npac.com](http://www.npac.com) and [www.numberpool.com](http://www.numberpool.com).

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