



Press Release

NeuStar Introduces First-of-its-Kind System to Predict Impact of Number Pooling

Washington, D.C. (January 31, 2001) - NeuStar, Inc., today introduced a new integrated software, Pooling Assessment Tool (PATsm), that would for the first time enable states to forecast the effect number pooling has on a given area code.

PAT provides an improved method of forecasting the life of an area code, based on geographic area growth trends and other projections. Prior to the implementation of NeuStar's PAT, there was no straightforward method for forecasting the effects or benefits of number pooling. PAT will allow state and federal regulators to determine the order in which area codes should be pooled based on the benefits derived or whether pooling can provide the expected life extension in a specific area code. PAT will be available only to states that have selected NeuStar as the administrator for their number pooling trials.

"PAT takes the guesswork out of pooling," said Barry Bishop, Director of Numbering Services for NeuStar. "It takes into account all of the unique characteristics of a particular area code and makes it possible to more accurately assess the life expectancy of every area code in the country."

Since 1998, NeuStar has conducted number pooling trials for 12 states and 35 area codes. Number pooling 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. It allows telecommunications service providers to donate their unused numbers to a pool that is available to other service providers as needed. NeuStar's number pooling trials have proven to conserve phone numbers, which in turn has prolonged the life of many area codes around the country.

PAT assesses how many phone numbers in an area code are available, the demand for those numbers and its growth rate over time. In a geographic area where pooling is being considered, PAT predicts the

area code's approximate exhaust date. The new software takes into account the demand from service providers within the pool as well as those outside, such as the wireless industry.

"This is an extremely useful tool for the state commissions, industry members and the Federal Communications Commission to use in analyzing the effects of pooling on area code exhaust," said Rebecca Quintana, financial rate analyst with the Colorado Public Utilities Commission, who used the tool to assess the 720/303 overlaid area code in Colorado. "We were able to refine the calculation and make it more accurate for Colorado. It allowed us to look at different growth scenarios in order to get a pretty reasonable estimate of the time that our pool will delay the exhaust of 720."

NeuStar serves the entire telecommunications industry as a key partner in its neutral, third party role as the North American Numbering Plan Administrator (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, www.nanpa.com, www.npac.com and www.numberpool.com.

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