



FOR IMMEDIATE RELEASE

Additional Area Code Planned for South Carolina

“854” Overlay Code Assigned to the Coastal Area

STERLING, VA., December 23, 2013 – Neustar, Inc. (NYSE: NSR), serving in its capacity as the North American Numbering Plan Administrator (NANPA), announced today that an additional area code (854) has been assigned to the existing 843 area code that serves the Coastal Area of South Carolina – including the cities of Charleston, Hilton Head Island, Myrtle Beach, and Florence. The new dialing pattern for the area will require 10-digit dialing for all local calls into, out of, and between the existing 843 Area Code and the new 854 Area Code. Toll calls will continue to require 1+10-digit dialing. Existing 843 telephone numbers will not change.

Neustar has forecasted that numbering resources in the 843 area code will be exhausted by the end of 2015. The South Carolina Public Service Commission has directed all local exchange service providers to activate the new area code to ensure the availability of numbering resources in a manner that is most efficient and least confusing for consumers, while minimizing possible disruption to consumers and businesses.

A telecommunications industry group comprised of service providers from various industry segments collectively develops area code relief plans for South Carolina. Relief activities for area codes in South Carolina are overseen by Neustar.

The Federal Communications Commission (FCC) selected Neustar to serve as the NANPA, the neutral third-party administrator that works with the telecommunications industry in developing area code relief plans. NANPA also oversees the assignment of area codes, central office codes, carrier identification codes, and other numbering resources throughout the United States, Canada, Bermuda and various Caribbean countries.

For more information on the North American Numbering Plan Administrator, visit [here](#). For more information about area code relief planning, visit [here](#).



About Neustar

Neustar, Inc. (NYSE: NSR) is a trusted, neutral provider of real-time information and analysis to the communications services, financial services, retail, and media and advertising sectors. Neustar applies its advanced, secure technologies to help its clients promote and protect their businesses. More information is available at www.neustar.biz.

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