



NeuStar and CTIA - The Wireless Association® Present Second Annual Mobile Marketing Award to Hipcricket

Pioneering Firm Lauded For Outstanding Growth and Use of U.S. Common Short Codes in Broadcast Media

Bellevue, WA - October 23, 2007 - The Wireless Association® announced today that they will present the second annual "CSC Pioneer" award to Hipcricket in recognition of Hipcricket's fast growth in Common Short Code (CSC)-based mobile marketing campaigns. The award will be presented today in San Francisco during the "Marketing the Mobile Channel" session at CTIA Wireless I.T. & Entertainment 2007.

CSCs are short five- and six-digit numbers with which mobile phone users can send and receive text and multimedia messages using the messaging capabilities that come standard with virtually every handset made today. CSCs are accessible to over 95 percent of mobile users, and provide marketers the greatest reach when compared to other methods of accessing today's consumers. This is because CSCs are "common" and transcend service providers - meaning brands can reach mobile subscribers regardless of what carrier is providing mobile services or what type of mobile device these subscribers have.

With its leasing of CSCs up 300% this year, Hipcricket has achieved the fastest growth in the uptake of CSCs of any mobile application provider nationwide. Today, Hipcricket is one of the largest customers of CSCs, and the majority of its growth has taken place over the last six months.

"Because there has been such wide-scale interest in - and increased adoption of - mobile marketing among brand managers and advertisers, it follows that CSCs are experiencing significant gains in popularity," said Steve Largent, president and CEO of CTIA. "From September 2006 to September 2007, the already sizable base of registered CSCs saw impressive growth of over 30 percent. Not only are CSCs becoming more mainstream, but our industry is now witnessing continuous innovation in the use of CSC-based mobile campaigns as exemplified by Hipcricket's impressive results."

"Hipcricket realized the power and potential ubiquity of CSCs early on, and they've made believers of broadcasters and brands alike," said Diane Strahan, vice president of mobile at NeuStar. "Hipcricket has significantly advanced the popularity and exposure of this fantastic mobile marketing vehicle, and they are richly deserving of recognition."

"We have built our business on true interactivity - and every Hipcricket promotion is designed with an immediate call to action," commented Ivan Braiker, CEO of Hipcricket.

"We believe that broad adoption of CSCs ensures that our clients have the most direct and relevant access to mobile consumers, and that our clients are never limited in the mobile marketing strategies that will work best for them. Through CSCs, Hipcricket is pushing mobile communications forward by creating a mobile marketing experience that consistently drives client revenue, listenership, viewership and brand loyalty through interactive one-to-one relationships with consumers."

Working with the CTIA - The Wireless Association® and participating mobile operators across America, NeuStar operates the authoritative directory for U.S. Common Short Codes (CSCs).

About NeuStar

NeuStar (NYSE: NSR) is a provider of clearinghouse and directory services to the global communications and Internet industry. Visit NeuStar online at www.NeuStar.biz.

About CTIA - The Wireless Association®

CTIA is the international association for the wireless telecommunications industry, representing carriers, manufacturers and wireless Internet providers. Visit CTIA online at www.ctia.org.

About Hipcricket

Hipcricket Inc. specializes in producing interactive mobile marketing campaigns that generate new revenue for radio, television, brand and agency clients. The company drives revenue and increases listenership, viewership and loyalty by tapping into the behaviors and interests of the more than 136 million Americans who are text messaging on a regular basis. Hipcricket's unique technology creates one-to-one relationships between targeted audiences and advertisers, based on the trust of an opt-in only program. Since its launch in 2004, Hipcricket has delivered outstanding results for the biggest broadcast groups and brands in the U.S., including: Clear Channel Radio, Premiere Radio Networks, Cumulus Radio, Hubbard Radio, Triad Broadcasting Company, Perry Broadcasting Inc., Press Communications, Sandusky Radio Seattle, South Central Radio Group, Katz Media Group, Beasley Communications, Bonneville International, Cox Radio, Media General, NBC, Coca-Cola, and Hershey's. For more information, please visit www.hipcricket.com.

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