

FOR IMMEDIATE RELEASE

Interactive Data, LLC (ID) Launches “ID Cell Suppression”
Product Removes Uncertainty in Identifying Cell Numbers for Dialers

ATLANTA, Ga., July 16, 2008 – Interactive Data, LLC (ID), a leading provider of contact accuracy services, has launched ID Cell Suppression, a product that identifies and suppresses cell phone numbers from caller lists.

John Schaeffer, managing member of Interactive Data, LLC, said, “The recent ruling by the Northern District of California in the case against a creditor using an autodialer sends a clear message to the industry that privacy groups will lead a national stampede to undo the FCC’s interpretation on the permissible use of autodialers and cell phones. From a privacy and permissible-use perspective, the stakes of the game have just been raised.”

Schaeffer, an expert on permissible use, compliance and data privacy, also announced that ID has signed a strategic contract with NeuStar, Inc. in conjunction with the launch of ID Cell Suppression to proactively meet the needs of customers who are concerned about the degree to which their lists are properly screened to remove any doubt about compliance issues. Schaeffer added that ID Cell Suppression does not just deal with obvious cell numbers, it also identifies and removes Telephone Consumer Protection Act of 1991 (TCPA)-prohibited numbers associated with telephone numbers assigned to paging services, cell phones, and specialized radio services, as well as land lines that have ported their home numbers over to wireless.

Lisa Turner, business manager of NeuStar’s Wireless Do-Not-Call (WDNC) service, said that “Our WDNC service, consisting of the most up-to-date list of telephone numbers that have been ported from an underlying wireline service provider to a wireless service provider, and vice versa, will help ID comply with the TCPA.”

Interactive Data’s commitment to customer service is reflected in the ID Cell Suppression product that enables rapid turn-around and the high level of accuracy on which Interactive Data has built its reputation. “We specialize in providing highly accurate data that complies with the ever-evolving world of privacy and permissible use,” said Schaeffer.

In response to the California ruling, the ACA Executive Committee sent an urgent memo to the industry warning about the recent decision. The Court, in its written judgment, referenced the TCPA, which prohibits any party from using an autodialer or prerecorded message to call a consumer's wireless telephone number without first obtaining the prior express consent of the consumer to place such calls, as the source for its decision.

The California ruling was in response to a January 4, 2008 declaratory ruling by the Federal Communications Commission (FCC) clarifying the permissibility of using an autodialer or prerecorded message to place calls to a consumer's wireless telephone number. The FCC clarified in its ruling that an individual provides express consent to be called at his or her wireless number via autodialer or prerecorded message if they knowingly release their wireless telephone number to said calling party. Specifically, the FCC commented that providing a wireless telephone number to a creditor, such as part of a credit application, would constitute prior express consent by the individual to be contacted at that number.

Last month, the Northern District of California recently concluded the FCC exceeded its authority in issuing the declaratory ruling.

Citing the TCPA, the court overturned the FCC opinion and stated that even if an individual gives out his or her cell number consensually (e.g., when filling out a loan application), and even if in the terms and conditions of the application an individual gives permission for a creditor to contact him or her (e.g., in case of default), the court ruled that the individual did not give his or her express consent to receive autodialed or prerecorded message calls by listing their number in the application. The court asserted that by not giving prior and express consent to receive autodialed or prerecorded messages, the creditor was in violation of the TCPA.

“This decision will have long-ranging ramifications for our industry,” said Schaeffer. “More lawsuits have already been filed, and it looks as though it will be just the tip of the iceberg. In fact, the ACA is strongly urging any company that is using an autodialer to contact their legal counsel – so what does that tell you? At \$11,000 a pop for non-compliance, using ID Cell Suppression will eliminate a lot of potential heartburn. With this being an election year, consumer privacy issues always rise to the top of the debate heap, and with millions of consumers mad at the collection industry, this is guaranteed to be a hot topic.”

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About Interactive Data, LLC

Interactive Data, LLC (ID) is the industry leader in locating and identifying individuals that are typically difficult to find. Based in Atlanta GA, ID offers a variety of search products, including Real Estate Listings, Death Index, and Bankruptcy listing searches, as well as Data Warehousing and cost-efficient unmask-pricing for Directory Assistance. Leveraging more than fifty years of collections industry experience, ID creates relevant, customer-focused searches that are both comprehensive and cost effective. Each of these products work seamlessly with IDs advanced online and batch products. Interactive Data applications serve the collections, healthcare, financial, debt-buying and cable industries as well as law enforcement, and government applications.

For more information, please visit www.id-info.com, or call toll free at (866) 584-2295 or direct at (678)584-5252.

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.