

For Immediate Release

Mobile Marketing & Technology Companies Collaborate To Support Earth Day & Healthier Foods For American Kids Tuesday, April 20th – When “LUNCH” Goes Live from Earth Day New York’s EarthFair at Grand Central Terminal

Renu Mobile, NeoMedia & Neustar Create An Innovative Mobile Movement Campaign Incorporating 2D Barcodes To Connect Consumers To The Trailer for LUNCH on You Tube®

New York, NY; April 20, 2010 – Renu Mobile, NeoMedia Technologies, Inc. (“NeoMedia”) (OTC BB: NEOM) and Neustar, Inc. (NYSE: NSR), today announced the launch of a mobile campaign to support an Earth Day Network initiative, LUNCH, a documentary film by Avis Richards (Birds Nest Foundation) which exposes A “Cafeteria Crisis” in American Schools. The documentary exposes foods served in schools across America which are contributing to life-threatening illnesses including childhood obesity, diabetes and more.

The **LUNCH Mobile Movement** is being launched on April 19th at Earth Day New York’s EarthFair at Vanderbilt Hall in historic Grand Central Terminal. The film will be played along with other films at the EarthFair through April 24th.

An official screening of LUNCH will take place at Vanderbilt hall on Tuesday April 20th at 6:00pm.

The LUNCH Mobile Movement platform includes a mobile website, live Twitter® and other reporting from the event itself, as well as the ability to invite others to participate and communicate the importance of healthy, locally grown food to school officials not only in NYC but across the country.

Led by Boston-based mobile strategy and marketing agency Renu Mobile’s founder and CEO, Carol Glennon, supported by NeoMedia™ (the world’s leading provider of mobile barcode technologies) and Neustar (the provider of innovative solutions and directory services enabling trusted communications across networks, applications, and enterprises), the campaign uses mobile barcodes to lead consumers to the documentary’s trailer directly from their mobile phones.

“When the team at Renu Mobile heard about this important documentary, we wanted to step up and help both Birds Nest Foundation and Earth Day Network to quickly, efficiently and responsibly spread the word using what we’ve coined The Mobile Movement platform,” said Ms. Glennon. “We called in our friends at NeoMedia and Neustar to help, and within days were able to put together a campaign and platform we are very excited about!”

“We’re so appreciative of this support,” Ms. Richards said. “We’ll be including the YouTube trailer barcode on our website and print materials, and look forward to sustaining this effort with many more creative applications as we roll this movement forward and into thousands of communities – while also working on upcoming legislation that will change forever how we are feeding and nurturing our kids, our farmers, and our communities.”

- The mobile site for LUNCH can be seen here: lunch.renumobile.com
- Click here to download the NeoReader for your mobile phone: get.neoreader.com.

EVENT INFORMATION:

Tuesday April 20, 2010 at 6:00pm
Vanderbilt Hall, Grand Central Terminal

About NeoMedia:

NeoMedia is the global leader in mobile barcode scanning, management and publishing solutions. Our technology platform allows mobile devices with cameras to read 2D barcodes and provide “one click” access to mobile content. Combining this technology with advanced analytics and reporting capabilities revolutionizes the way advertisers market to mobile consumers.

NeoMedia provides the platform infrastructure to make 2D camera barcode scanning and its associated commerce easy, universal, and reliable – worldwide. The platform consists of NeoReader (our universal mobile barcode reading software) and NeoSphere (our barcode management system).

Learn more at www.neom.com.

About Neustar, Inc.:

Neustar, Inc. (NYSE: NSR) solves complex communications challenges and provides market leading, innovative solutions and directory services that enable trusted communication across networks, applications, and enterprises around the world. Visit Neustar online at www.neustar.biz.

About Renu Mobile:

Renu Mobile is an innovative mobile marketing and branding company that specializes in unique and highly effective solutions that target mobile phones and the mobile consumer. The company is one of the first to specialize in ecologically-responsible marketing via mobile phone, and boasts a combined 20 years of mobile experience servicing agencies and brands worldwide. Renu Mobile presently works with a number of clients across a spectrum of different industry segments, and offers a full-service suite

of text message and WAP products to execute mobile strategies. Email gotext@renumobile.com, call 617-240-4674 or visit www.renumobile.com for more information.

About Earth Day New York:

Earth Day New York (EDNY) was founded in late 1989 by a broad coalition of environmental groups to celebrate the 20th Anniversary of Earth Day in New York City. In 1990, Earth Day New York mobilized two million people to attend Earth Day's 20th Anniversary events - the Earth Rising Ceremony in Times Square, the Environmental Exposition and Cultural Festival on Sixth Avenue and a major concert in Central Park featuring the B-52s, speeches by Governor Cuomo and Mayor Dinkins among many others. For the 25th Anniversary in 1995, they organized diverse arts and educational events including The Parade for the Planet, The Giant Earth Projections and an International Poster Exhibition. For the 30th Anniversary, a vast environmental festival was presented in three different venues (Battery Park, Battery Park City and the World Trade Center.) For the past seven years Earth Day New York has hosted EarthFair at Grand Central, a two-day festival of art, music and the environment on Vanderbilt Avenue and in Vanderbilt Hall inside the majestic Beaux-Arts Terminal. *Earth Day New York is a low-overhead, broadly educational non-profit 501(c)(3) organization that promotes environmental awareness and solutions through a three-pronged program: 1) involving schools, teachers and students through the Earth Day Education Program; 2) educating public and private policymakers through conferences and publications; and, 3) involving the general public in annual Earth Day events.*

MEDIA CONTACTS

Renu Mobile

Deb Kelley
617-240-4674
gotext@renumobile.com

NeoMedia

Rakhi Patel
1.678.638.0460, x107
press@neomedia.com

NeuStar

Allen Goldberg
(571) 434-5520
allen.goldberg@neustar.biz

Birds Nest Production and Earth Day New York: G-Squared Group 646-912-2681
media@gsquaredg.com