## BENEFITS OF LOCALEZE

- Access complete, updated business listings in real time

- Deliver an accurate score for neighborhood "walkability"

- Show nearby shops and more

- Ultimately, help people find the right place to live

### Learn More Today

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# Walk Score®

# Real-time Local Business Data Helps Customers Drive Less and Live More

## Business Listings Paint a Picture of Livable Neighborhoods

At Walk Score, "It's about what's outside the four walls of a home or apartment," says Josh Herst, CEO. "We're all about helping people find great places to live." But it wouldn't be possible without complete and accurate search listings for neighborhood businesses.

Walk Score measures neighborhood "walkability," with information on public transit, shorter commutes and proximity to "people and places you love, which are the key to a happier, healthier and more sustainable lifestyle." Each neighborhood gets a "walk score." Based on a proprietary algorithm which factors in shops, services and other amenities, the score hinges on the accuracy of millions of business listings.

## Accurate Data Makes It Happen

Neustar Localeze offers Walk Score 5.5M+ listings. Each includes name, address and phone number for businesses in key categories like shopping (book stores, hardware stores, pharmacies), business services (banks, post offices, shipping providers) and medical services.

Walk Score shares listings on neighborhood maps via WalkScore.com, their iPhone app and their network of over 15,000 real estate sites, like Zillow, using Walk Score's neighborhood widgets. Every day, Walk Score delivers 6M+ scores for apartment and home addresses. Customers get a snapshot of the businesses that matter.

"Localeze helps us deliver valuable insight to our customers, both online and via mobile" says Josh, making it easy to find neighborhoods where you can drive less and live more.of this to happen within a neutral and impartial environment to ensure complete autonomy in recommendations, optimization, and reporting.

# About Neustar.

Every day, the world generates roughly 2.5 quadrillion bits of data. Neustar isolates certain elements and analyzes, simplifies and edits them to make precise and valuable decisions that drive results. As one of the few companies capable of knowing with certainty who is on the other end of every interaction, we're trusted by the world's great brands to make critical decisions some 20 billion times a day. We help marketers send timely and relevant messages to the right people. Because we can authoritatively tell a client exactly who is calling or connecting with them, we make critical realtime responses possible. And the same comprehensive information that enables our clients to direct and manage orders also stops attackers. We know when someone isn't who they claim to be, which helps stop fraud and denial of service before they're a problem. Because we're also an experienced manager of some of the world's most complex databases, we help clients control their online identity, registering and protecting their domain name, and routing traffic to the correct network address. By linking the most essential information with the people who depend on it, we provide more than 11,000 clients worldwide with decisions—not just data.

More information is available at

www.home.neustar