



Verizon Wireless Online Press Kit

Table of Contents

Verizon Wireless Overview	2
Verizon Wireless Network	3
Verizon Wireless Products and Services	5
Executive Leadership	9



Verizon Wireless Overview

Verizon Wireless operates the nation's largest and most reliable wireless voice and 3G network, serving 89 million voice and data customers. Headquartered in Basking Ridge, N.J., Verizon Wireless is a joint venture of Verizon Communications (NYSE:VZ) and Vodafone (NYSE and LSE: VOD).

Wireless Phone Customers	89 Million
Employee Population	More than 85,000
Annual Revenue 2008	\$58.6 Billion
Company Operated Stores and Kiosks	Approximately 2,000
Digital Network Technology	Code Division Multiple Access [CDMA]
Data Services	Mobile Broadband and NationalAccess for staying connected coast to coast on laptops, smartphones and handsets; V CAST Music with Rhapsody for downloading music, listening to tunes and watching music videos; V CAST for video clips, V CAST Mobile TV for broadcast and cable television live content and programming; 3D games and other multimedia services; Get It Now®, for downloading ringtones, ringback tones, games, news alerts and more.
Switching Centers	175+
Headquarters	Basking Ridge, New Jersey
Area Headquarters:	Northeast – Morristown, New Jersey Midwest – Schaumburg, Illinois South – Alpharetta, Georgia West – Irvine, California

Parent Companies

Verizon Communications Inc. (NYSE:VZ), headquartered in New York, is a global leader in delivering broadband and other wireless and wireline communications services to mass market, business, government and wholesale customers. Verizon Wireless operates America's most reliable wireless network, serving more than 89 million customers nationwide. Verizon also provides converged communications, information and entertainment services over America's most advanced fiber-optic network, and delivers innovative, seamless business solutions to customers around the world. A Dow 30 company, Verizon employs a diverse workforce of more than 230,000 and last year generated consolidated revenues of more than \$97 billion. For more information, visit www.verizon.com.

Vodafone is the world's leading international mobile communications group with equity interests in 31 countries across five continents and around 40 partner networks worldwide. As of October 2009, Vodafone had approximately 315 million proportionate customers worldwide.



Verizon Wireless Network

Verizon Wireless operates the nation's largest and most reliable wireless voice and 3G network. With its greatest asset – its network – Verizon Wireless continues to lead the industry by offering the highest quality products and services while introducing innovative technology solutions.

Network Leadership

- Serves 89 million Verizon Wireless customers
- More than 175 switching facilities
- Network reaches approximately 289 million Americans
- More than \$50 billion invested since the company was formed – \$5.5 billion on average every year – to increase the coverage and capacity of its national network and to add new services.

Network Powered Services and Features

Verizon Wireless offers a host of multimedia and data services over its 3G network including: Mobile Broadband; V CAST Video; V CAST Music with Rhapsody; Get It Now services; and more. Following are key facts about Verizon Wireless' multimedia and data services:

- In June 2007, Rev. A technology was available throughout the entire EV-DO network and covers approximately 284 million people after the Alltel acquisition.
- In Q3 2009, Verizon Wireless customers sent or received more than 153 billion text messages through its network.
- In Q3 2009, customers completed 38 million downloads of V CAST music and videos
- In Q2 2009, customers exchanged 2.8 billion picture and video messages over its nationwide network

For more information on Verizon Wireless' network powered services, please visit the [Network Facts](#) page.

Network Reliability

The Verizon Wireless network is built for reliability in emergencies, with battery back-up power at most facilities and for additional reliability, generators installed at most switching facilities, and many cell site locations. The company also owns a fleet of portable generators that can be deployed to provide emergency power during extended power outages to those cell sites without permanent generators. Read more about the company's year-round [network preparation](#) efforts.

Visit the [Verizon Wireless Emergency Information Center](#) for up-to-date information about Verizon Wireless' response to customer and first responder needs before, during and after natural disasters and other emergencies.



Network Quality Testing

Verizon Wireless operates the nation's largest and most reliable wireless voice and 3G network. The company's 'most reliable network' claim is based on network studies performed by real-life test men and test women who conduct more than 3 million voice call attempts and more than 16 million data tests annually on Verizon Wireless' and other national wireless carriers' networks while traveling almost 1 million miles in specially equipped, company-owned quality test vehicles.

- [Meet our Test Men and Women](#)
- Read about our [network reliability studies](#)



Verizon Wireless Products and Services

Verizon Wireless offers innovative, competitively priced voice and data products accompanied by best-in-class customer service – all available on the most reliable wireless voice and data network in the U.S.

Nationwide Calling Plans

With Verizon Wireless' Nationwide calling plans, customers can call anyone from anywhere on the company's coast to coast network, without roaming or long distance charges. The company also offers Family SharePlans so customers can share minutes with family and friends from across the country. Customers can choose from the full-suite of Nationwide plans including:

- Basic
- Select
- Premium
- Unlimited
- 65 Plus

Additional details on individual or family [Nationwide Calling Plans](#).

Month to Month

Verizon Wireless customers who want to enjoy the best customer experience in wireless, but don't want to sign a one- or two-year customer agreement have a month-to-month option. The Month-to-Month agreement is an extension of the company's overall commitment to delivering its customers quality products and services over the nation's most reliable wireless network, while providing the industry's best customer service.

Additional details on [Month to Month agreements](#).

Voice and Data Plans for Smartphones

Verizon Wireless offers plans for Smartphone customers to help them more effectively manage their voice calls, downloads and e-mails. Plans include:

- Smartphone Nationwide Email
- Smartphone Nationwide Email & Messaging
- Smartphone
- BlackBerry® Nationwide Email
- BlackBerry® Nationwide Email & Messaging
- BlackBerry® Solution

Additional details about Verizon Wireless [voice and data plans](#).



Prepaid Calling Plans

With prepaid wireless plans from Verizon Wireless, customers get many of the same service options enjoyed by customers who sign contracts. Customers can choose from three prepaid plans:

- Prepaid Core
- Prepaid Plus
- Prepaid Power

Additional details on Verizon Wireless' [prepaid wireless plans](#).

Mobile to Mobile Calling

Nationwide Plan customers can talk to other Verizon Wireless customers anytime from within the Nationwide calling coverage area, without using plan allowance minutes. With Mobile to Mobile Messaging, customers can use text, picture or video messaging-capable phones to send and receive free unlimited mobile-to-mobile messages to other Verizon Wireless customers within the National Enhanced Services Rate and Coverage Area. Mobile to Mobile Messaging bundle packages start at \$10 a month and are added to customers' monthly bills.

Additional details on [Mobile to Mobile Calling and Messaging](#).

Nationwide Messaging Plans (Do not require a voice plan)

These plans allow customers to use unlimited messaging on their wireless handsets. The plans do not require an accompanying voice plan and are designed to meet the needs of customers who primarily rely on messaging to communicate with others. The plans are available on most handsets, personal digital assistants (PDAs) and Smartphones inclusive of BlackBerry devices.

Additional details on [Nationwide Messaging Plans](#).

Business Plans and Services

Verizon Wireless offers a host of business applications and solutions for a variety of industries – from construction, manufacturing and healthcare to retail, financial services, government and public safety. Verizon Wireless' portfolio of mobile applications, enhanced by the comprehensive suite of IP products and services and technological innovations offered by Verizon Business, provides business and enterprise customers access to turnkey solutions that can help them improve efficiency, streamline communications and produce a solid return on investment. Business Plans include:

- [Nationwide for Business](#)
- [Nationwide Plus Canada](#)
- [Nationwide Email for Business](#)

Additional details on all of Verizon Wireless' [Business Products and Services](#).



International Services

Verizon Wireless offers many international devices and services perfect for Verizon Wireless customers traveling around the globe for business or pleasure. With Verizon Wireless Global Phones, customers can enjoy the nation's most reliable network at home and wireless services in 200 destinations worldwide. Other International services include:

- GlobalAccess
- GlobalEmail
- GlobalTravel
- International Long Distance
- International Long Distance Value Plan
- Nationwide Plus Canada
- Global Phones
- Global Rental (for the occasional global traveler whose need a phone longer than three weeks)
- Verizon Wireless Phones

Additional details on Verizon Wireless' [International Products and Services](#).

Data and Multimedia Services

Verizon Wireless' 3G high-speed wireless broadband network gives customers a fast, reliable resource to help them be productive and in touch while on-the-go. With Verizon Wireless' network, customers can browse the Internet, download music, send e-mail and picture and video messages faster, in more places. Following are the company's key Internet and consumer multimedia services:

- [Mobile Broadband](#)
- [Mobile Broadband Built-in](#)
- [Mobile Broadband Connect](#)
- [Features and Downloads](#)
- [Games](#)
- [Maps and Location-Based Services](#)
 - [Family Locator](#)
 - [VZ NavigatorSM](#)
 - [Field Force Manager](#)
- [Mobile Email](#)
- [Mobile Web and Dashboard](#)
- [Push to Talk](#)
- [Ring Tones](#)
- [Ringback tones](#)
- [Tools & Applications](#)
 - [Wireless Sync](#)
 - [ESPN MVP](#)
 - [RemoSync-Corporate](#)
- [V CAST Video on Demand](#)
- [V CAST Music with Rhapsody](#)
- [V CAST Mobile TV](#)

Updated as of October 27, 2009



- [Visual Voicemail](#)

Customer Satisfaction and Loyalty

As part of Verizon Wireless' overall commitment to customer service, the company provides a number of programs to ensure the highest level of customer satisfaction. For 18 consecutive quarters, Verizon Wireless has led the wireless industry in customer loyalty. Following are value-added programs available to customers that contribute to Verizon Wireless' success:

- [My Verizon and the My Verizon Advantage](#)
- [Worry Free Guarantee®](#)
- [ONE-BILL®](#)

Verizon Wireless offers additional value-added services including:

- [Backup AssistantSM](#)
- [Total Equipment Coverage](#)
- [411 Connect®](#)
- [Roadside Assistance](#)

Other free value-added services:

- [Wireless AMBER Alerts™](#)
- [#HOPE](#)

Additional information about Verizon Wireless' [Customer Satisfaction](#) programs.

Verizon Wireless Resources For Spanish-Speaking Customers

Verizon Wireless provides Spanish-language resources to help customers browse, buy or manage their individual accounts online in Spanish including:

- [Spanish-Language Web Site](#)
- [My Verizon In Spanish – “Mi Verizon”](#)

HopeLine®

Verizon Wireless is a recognized corporate leader for its commitment to preventing domestic violence and raising awareness of the issue. Verizon Wireless' [HopeLine program](#) collects no-longer used wireless phones, batteries and accessories from any wireless service provider at our communications stores nationwide and puts the nation's most reliable wireless network to work in our communities by turning these unused wireless phones into support for victims of domestic violence.



Leadership

Lowell C. McAdam
President and CEO

Jack Plating
Executive Vice President & Chief Operating Officer

Mike Lanman
Vice President & Chief Marketing Officer

Anthony Melone
Senior Vice President and Chief Technical Officer

John Townsend
Vice President & Chief Financial Officer

Ajay Waghray
Chief Information Officer

Martha Delehanty
Vice President – Human Resources

Margaret P. Feldman
Vice President – Business Development

Steven E. Zipperstein
Vice President – Legal & External Affairs

Jim Gerace
Vice President – Corporate Communications

Anthony Lewis
Vice President – Open Development

David Small
President – Northeast Area

Marni Walden
President – Midwest Area

Jim McGean
President – South Area

Tami Erwin
President – West Area

Updated as of October 27, 2009

9

Note: Some hyperlinks in Press Kit point to the customer pages on the Verizon Wireless Web site; readers may need to enter in a local zip code before being directed to the page.