

NEWS RELEASE



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WIRELESS CUSTOMERS GET CREATIVE WITH NEW APPLICATIONS FROM VERIZON WIRELESS

*User-Generated Audio Content Leverages Voice Record Features and Helps
Customers Personalize Their Mobile Devices*

BASKING RIDGE, N.J., and SAN FRANCISCO – Verizon Wireless said on the eve of CTIA WIRELESS I.T. & Entertainment 2008 that its customers now have more options to personalize their wireless experience with new applications that let them create content to be listened to, shared and enjoyed on their mobile phones. The applications maximize the voice record features on certain mobile devices, giving customers the ability to customize their own content and make a statement with their wireless phones.

The new applications now available from Verizon Wireless give customers the power to create thematic clips that can be used as audio greeting cards; be their own music producer by mixing their own voice with pre-recorded tones and tracks then use them as ringtones; and be their own DJ by capturing their favorite part of certain songs to use as ringtones.

“Our wireless phones are becoming more and more a reflection of who we are, especially through what we listen to and put on them,” said Ed Ruth, director of digital music at Verizon.

“By giving customers the creative freedom to generate and share some of the audio content for

their phones, we're bringing the Verizon Wireless mobile media experience to the next level of self-expression and personalization."

ToneMaker[®] from Sonic Boom lets Verizon Wireless customers instantly become a music producer by adding and layering their own vocals to pre-recorded beats and music elements. The unique musical clips that are created can be used as personalized ringtones and can be shared with other subscribers to enjoy, critique and rate. ToneMaker is available for \$3.99 per month on Get It Now[®]-enabled phones.

YouTones from FunMobility enables Verizon Wireless customers to easily create unique mobile audio media in the form of ringtones or audio messages by combining their own voices with pre-recorded, thematic YouTones performances. For example, customers record their voices, which are then transformed and blended into an original YouTone to sound like stadium sports announcers or birthday greetings, among other cool options. Customers with Get It Now-enabled phones can create individual YouTones for \$2.49 each.

The award-winning mSpot Make-UR-Tones[™] application allows users to create customized ringtones from a catalog of over 250,000 full-tracks. Users employ an intuitive editor within the application to cut up to 30 seconds of their favorite songs. Make-UR-Tones then turns the cuts into high-quality customized ringtones ready to be downloaded. Each customized ringtone is available for \$3.49.

For more information about Verizon Wireless products and services, visit a Verizon Wireless Communications Store, call 1-800-2 JOIN IN or go to www.verizonwireless.com.

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About Verizon Wireless

Verizon Wireless operates the nation's most reliable wireless voice and data network, serving 68.7 million customers. Headquartered in Basking Ridge, N.J., with 70,000 employees nationwide, Verizon Wireless is a joint venture of Verizon Communications (NYSE: VZ) and

Vodafone (NYSE and LSE: VOD). For more information, go to: www.verizonwireless.com. To preview and request broadcast-quality video footage and high-resolution stills of Verizon Wireless operations, log on to the Verizon Wireless Multimedia Library at www.verizonwireless.com/multimedia.