

Verizon Wireless and MediaFLO USA Deliver Unmatched Fall TV Lineup to Mobile Phones

Wednesday September 19, 7:30 am ET

BASKING RIDGE, N.J. and SAN DIEGO, Sept. 19 /PRNewswire-FirstCall/ -- Verizon Wireless, the company with the most customers of any wireless brand, and MediaFLO USA, Inc., a wholly owned subsidiary of Qualcomm Incorporated (Nasdaq: [QCOM](#) - [News](#)), today announced the fall lineup for V CAST Mobile TV from Verizon Wireless, a service of MediaFLO USA. More than 10 new fall shows are scheduled to debut on V CAST Mobile TV at the same time as they air on traditional TV. Brand new shows available on V CAST Mobile TV include "The Big Bang Theory" and "Viva Laughlin" on CBS Mobile; "K-VILLE" and "Back to You" on Fox Mobile; "Bionic Woman" and "Life" on NBC 2Go; and from MTV Networks, "iCarly" on Nickelodeon and "Kaya" on MTV.

The fall season also features established news and entertainment favorites that are appearing on Verizon Wireless V CAST Mobile TV-enabled phones for the first time, including the legendary TV news magazine "60 Minutes," "The Early Show," "How I Met Your Mother" and "The Price Is Right" on CBS Mobile; and Emmy Award-winning "30 Rock" on NBC 2Go. These shows round out the already strong lineup that has aired on the service since its launch in the first quarter of this year.

The new shows are in addition to an unrivalled array of live sports programming V CAST Mobile TV customers can watch this fall. The service will air more than 100 live college football games, including up to 20 bowl games. Other live sporting events include 75 NBA games on ESPN Mobile TV, English Premiere Soccer League games on Fox Mobile, and coverage of the AST Dew Tour on NBC 2GO.

"For the fall season, MediaFLO USA has assembled the most compelling lineup of full-length primetime entertainment, news, sports and kids shows ever seen on mobile TV," said Mike Bailey, vice president of programming at MediaFLO USA. "Our FLO TV service is designed to deliver a no-compromise entertainment experience, giving on-the-go consumers the TV shows they love in a crystal clear viewing environment."

Ryan Hughes, vice president of digital media programming for Verizon, noted, "Verizon Wireless is the only place to get broadcast-quality television on your phone -- and the fall lineup serves as another proof point to our commitment to deliver the best, exclusive programming available on mobile phones to our customers."

The fall lineup includes, but is not limited to, the following:

CBS Mobile

- * 48 Hours
- * 60 Minutes
- * Big Bang Theory

- * CBS Evening News
- * CSI
- * CSI: Miami
- * CSI: NY
- * The Early Show
- * How I Met Your Mother
- * Kid Nation
- * Late Late Show with Craig Ferguson
- * Late Show with David Letterman
- * Moonlight
- * NCIS
- * Numb3rs
- * The Price Is Right
- * Rules of Engagement
- * Shark
- * The Unit
- * Viva Laughlin
- * Live sporting events from CBS Sports

COMEDY CENTRAL

- * The Daily Show with Jon Stewart
- * The Colbert Report
- * Comedy Central Presents
- * Chappelle's Show
- * Reno 911!
- * South Park
- * Mind of Mencia

ESPN Mobile TV

ESPN Mobile TV will feature the new season of The Contender, as well as a full lineup of live sporting events, including:

- * More than 75 live NBA games
- * Live Major League Soccer games
- * Live coverage of the FIFA Women's World Cup
- * Live NASCAR practice sessions
- * Live sports ticker

FOX Mobile

- * American Dad
- * Back to You
- * Bones
- * Fox & Friends
- * Fox News Live
- * Fox Report with Shepard Smith
- * K'VILLE
- * Prison Break
- * Reality Remix
- * Talkshow with Spike Feresten
- * Your World with Neil Cavuto
- * Live sporting events from Fox Sports

MTV: Music Television

- * Gamekillers
- * The Hills
- * Kaya
- * Life of Ryan
- * Making Menudo
- * Newport Harbor: The Real OC
- * Pageant Place
- * Real World Sydney
- * Run's House
- * Tila Tequila

NBC 2Go

- * 30 Rock
- * The Biggest Loser
- * Bionic Woman
- * Friday Night Lights
- * Late Night with Conan O'Brien
- * Life
- * Starting Over
- * The Steve Wilkos Show
- * The Tonight Show with Jay Leno
- * Live sporting events from NBC Sports

NBC News 2Go

- * NBC Nightly News with Brian Williams
- * Today
- * Power Lunch
- * Closing Bell with Maria Bartiromo
- * Mad Money
- * Countdown with Keith Olberman
- * Hardball with Chris Matthews

Nickelodeon

- * Avatar
- * Back at the Barnyard
- * Blue's Clues
- * El Tigre: The Adventures of Manny Rivera
- * The Fairly OddParents
- * Go, Diego, Go!
- * iCarly
- * Just Jordan
- * The Naked Brothers Band
- * SpongeBob SquarePants
- * Unfabulous
- * WonderPets
- * Zoey 101

All programming is subject to change.

The FLO TV(TM) service is provided by MediaFLO USA and is available to consumers as V CAST Mobile TV from Verizon Wireless. More information on FLO TV can be found at www.flotv.com.

V CAST Mobile TV is available in more than 30 markets from coast to coast, including Atlanta, Chicago, Las Vegas, Los Angeles, New York and Philadelphia. A complete list and map of available markets, pricing, phone and programming information is available at www.verizonwireless.com/mobiletv.

Verizon Wireless operates the nation's most reliable wireless voice and data network, serving 62.1 million customers. The largest U.S. wireless company and largest wireless data provider, based on revenues, Verizon Wireless is headquartered in Basking Ridge, N.J., with 67,000 employees nationwide. The company is a joint venture of Verizon Communications (NYSE: [VZ](#) - [News](#)) and Vodafone (NYSE: VOD; LSE). Find more information on the Web at 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.

MediaFLO USA, Inc. unleashes the power of TV for mobile consumers, combining the best content, an intuitive user interface and a superior multicast network to deliver a true TV experience. The award-winning MediaFLO USA mobile entertainment service, called FLO TV, offers full-length simulcast and time-shifted programming from the world's best entertainment brands, including CBS Mobile, Comedy Central, ESPN Mobile TV, FOX Mobile, MTV: Music Television, NBC2Go, NBC News2Go and Nickelodeon. The FLO TV service also will deliver short-format clips and real-time information and entertainment services. Based in San Diego, Calif., MediaFLO USA is a wholly owned subsidiary of Qualcomm Incorporated. Further information is available at www.mediaflousa.com.

Qualcomm is a registered trademark of Qualcomm Incorporated. MediaFLO and FLO TV are trademarks of Qualcomm Incorporated. All other trademarks are the property of their respective owners.

QUALCOMM Contacts:

Julie Reynolds, MediaFLO USA, Inc.
Phone: 1-858-845-3516
Email: julier@mediaflousa.com

Emily Kilpatrick, Corporate Communications
Phone: 1-858-845-5959
Email: corpcomm@qualcomm.com

John Gilbert, Investor Relations
Phone: 1-858-658-4813
Email: ir@qualcomm.com

Verizon Wireless Contact:

Jeffrey Nelson, Corporate Communications
Phone: 1-908-559-7519
Email: jeffrey.nelson@verizonwireless.com