

**GINA LOMBARDI***President*

Gina Lombardi is president of MediaFLO USA Inc., a wholly owned subsidiary of QUALCOMM Incorporated that is revolutionizing the mobile entertainment experience. MediaFLO USA aggregates premium, full-length content from the best-known entertainment brands, delivering a mobile entertainment service, called FLO TV, to mobile phones via a dedicated nationwide multicast network.

Lombardi provides MediaFLO USA's strategic direction and manages all aspects of the company's operations, including the wholesaling of FLO TV to U.S. wireless operators; the deployment of MediaFLO USA's nationwide network; the acquisition and aggregation of TV-quality multimedia content; and device availability.

Lombardi successfully steered MediaFLO USA through its March 2007 commercial service launch, and led negotiations to secure both Verizon Wireless and AT&T as wireless operator partners. She was also instrumental in the signing of high-profile programming deals with CBS, ESPN, FOX, NBC and MTV Networks.

Prior to her assignment with MediaFLO USA, Lombardi served as senior vice president of marketing and product management for QUALCOMM Internet Services (QIS), the QUALCOMM division responsible for QUALCOMM's BREW® solution. QIS is chartered with driving the development of next-generation wireless data applications, technologies and value-added services.

Lombardi began her career at QUALCOMM in 1990 in contract administration and advanced through several positions in legal affairs before moving into product development and management in the mid-1990s. .

Lombardi is a member of the California Bar and holds a doctorate degree in law from North American College of Law, Huntington Beach, Calif. She received a bachelor's degree in economics from the University of California-San Diego. Lombardi holds 10 patents for QUALCOMM CDMA portable phones and the BREW solution.

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MediaFLO USA Inc. unleashes the power TV for mobile consumers, combining the best content, an intuitive user interface and a superior multicast network to deliver a true TV experience. MediaFLO USA's award-winning service, called FLO TV, offers full-length simulcast and time-shifted programming from the world's best entertainment brands, including CBS, Comedy Central, ESPN, FOX, MTV, NBC News, NBC Entertainment and Nickelodeon. FLO TV also delivers 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](http://www.mediaflousa.com).

QUALCOMM Incorporated ([www.qualcomm.com](http://www.qualcomm.com)) is a leader in developing and delivering innovative digital wireless communications products and services based on CDMA and other advanced technologies. Headquartered in San Diego, Calif., QUALCOMM is included in the S&P 500 Index and is a 2006 FORTUNE 500<sup>®</sup> company traded on The Nasdaq Stock Market<sup>®</sup> under the ticker symbol QCOM.