

## MediaFLO USA: Revolutionizing the TV Experience

<b>About MediaFLO USA</b>	MediaFLO USA has revolutionized the mobile TV experience with the powerful, award-winning mobile entertainment service called FLO TV.
<b>FLO TV Description</b>	The FLO TV service features high-quality live and full-length news, sports, entertainment and kids' programming from some of the world's best-known entertainment brands. This programming is delivered at TV quality to mobile devices over MediaFLO USA's own dedicated nationwide multicast network.
<b>FLO TV Service Characteristics</b>	<ul style="list-style-type: none"> <li>• Clear, crisp picture – virtually the same quality as regular TV.</li> <li>• Fast switching times – just like channel surfing at home.</li> <li>• Easy-to-use – intuitive program guide enables easy content selection.</li> <li>• Compelling content – familiar programs for the whole family.</li> </ul>
<b>FLO TV Service Delivery</b>	MediaFLO USA delivers the FLO TV service by using a groundbreaking wireless technology that multicasts mobile content over a dedicated nationwide network. MediaFLO USA can deliver high-quality video and audio to potentially millions of devices simultaneously.
<b>MediaFLO USA Business Model</b>	MediaFLO USA wholesales its end-to-end service to wireless carriers, who in turn offer it to their customers for a monthly retail subscription fee. By leveraging MediaFLO USA's own dedicated service, wireless carriers can offer this breakthrough mobile TV service without burdening their existing networks or impeding their ability to deliver voice and messaging services.
<b>Wireless Carriers</b>	Verizon Wireless offers the FLO TV service as V CAST Mobile TV, and AT&T is expected to launch its FLO TV service, called AT&T Mobile TV, in May 2008. Verizon Wireless customers can learn about the FLO TV service at <a href="http://www.verizonwireless.com/mobiletv">www.verizonwireless.com/mobiletv</a> . AT&T customers can learn about the FLO TV service at <a href="http://www.att.com/entertainment">www.att.com/entertainment</a> .
<b>Content</b>	MediaFLO USA offers familiar, full-length programming – often simulcast with network television – from its world-class programming partners. The FLO TV service programming lineup features CBS, CBS College Sports, CBS News, Comedy Central, ESPN, FOX, FOX News, FOX Sports, MTV, NBC, NBC Sports, NBC News, CNBC, MSNBC, NickToons and Nickelodeon. In addition, the FLO TV service provides Verizon Wireless subscribers with MTV Tr3s and an ESPN Radio channel, while AT&T subscribers are expected to have special access to PIX, a Sony Pictures Television movie channel, and one additional new channel, when AT&T Mobile TV launches in May.
<b>Pricing and Availability</b>	FLO TV is available in more than 50 metropolitan areas across the United States. Consumer pricing is determined by MediaFLO USA's wireless carrier partners. For details of V CAST Mobile TV pricing and availability, visit <a href="http://www.verizonwireless.com/mobiletv">www.verizonwireless.com/mobiletv</a> . Details of AT&T Mobile TV pricing and availability will be available at <a href="http://www.att.com/entertainment">www.att.com/entertainment</a> when the service launches, which is expected to be in May 2008.
<b>Web site</b>	<a href="http://www.mediaflousa.com">www.mediaflousa.com</a> and <a href="http://www.flotv.com">www.flotv.com</a> .
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<b>Affiliation</b>	MediaFLO USA, Inc. is a wholly owned subsidiary of Qualcomm Incorporated.