

5775 Morehouse Drive  
San Diego, CA 92121-1714

(858) 651-6200  
[www.mediaflousa.com](http://www.mediaflousa.com)

## **Matt Milne**

*Senior Vice President, Sales and Marketing*

Matt Milne is senior vice president of sales and marketing for 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 the FLO TV service, to mobile phones via a dedicated nationwide multicast network.

Prior to joining MediaFLO USA in March 2008, Milne served as president of ViewSonic, where he led regional sales, marketing, strategy, product and channel development for the company's business in displays and digital televisions. He also served as senior vice president and general manager of Consumer Solutions at Gateway, where he led all facets of the company's consumer electronics business. Milne also co-founded Cameo Technologies Inc., a digital media communication and distribution business and held various senior management positions in sales and marketing at Western Digital Corporation, including vice president of sales and marketing to the Americas.

Milne earned a bachelor's degree in Finance from California State University, Fullerton, and a master's in Business Administration from California State Polytechnic University, Pomona.

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, CBS College Sports, CBS News, Comedy Central, ESPN, FOX, FOX News, FOX Sports, MTV, NBC, NBC Sports, NBC News, CNBC, MSNBC, NickToons and Nickelodeon. 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 2007 FORTUNE 500® company traded on The Nasdaq Stock Market® under the ticker symbol QCOM.