

FLO TV Connects, Informs and Entertains through Live Mobile TV

<p>FLO TV Description</p>	<p><i>FLO TV. Now TV goes where you go*</i>. FLO TV is live mobile TV that gives consumers an immediate connection to America's best content: LIVE news, sports and entertainment 24/7, wherever they are.</p> <p><i>*Service not available everywhere. Programming subject to change / blackout restrictions.</i></p>
<p>FLO TV™ Service Characteristics</p>	<ul style="list-style-type: none"> • High quality TV – crystal-clear image and smooth video quality. • Fast switching times – just like channel-surfing at home. • Easy-to-use – intuitive program guide enables easy content selection. • Compelling content – the best-known brands in entertainment for the whole family. • Dedicated network – spectrum that is separate from wireless carriers and the Internet.
<p>FLO TV Service Delivery</p>	<p>FLO TV's network is a dedicated multicast nationwide network built to scale. Millions of consumers can simultaneously get amazingly high quality video and audio in real time - without streaming, buffering or downloads. FLO TV achieves this by using over-the-air spectrum previously used by UHF broadcast transmissions.</p>
<p>FLO TV Business Model</p>	<p>FLO TV wholesales its end-to-end FLO TV service on a subscription basis to wireless carriers, who in turn offer it to their customers for a monthly retail subscription fee. By leveraging FLO TV's own dedicated network, distribution partners can offer this breakthrough mobile TV service without burdening existing networks or infrastructure.</p> <p>FLO TV is also expanding its service offering beyond wireless carriers to multiplatform distribution partners, the first of which includes a deal with Audiovox to offer FLO TV™ Auto Entertainment, live TV service for automobiles. FLO TV's end-to-end service will be sold on a subscription basis directly to consumers.</p>
<p>Content</p>	<p>FLO TV offers live and time-shifted network television programming from America's best content, such as CBS, CBS College Sports, CBS News, CNBC, COMEDY CENTRAL, ESPN, ESPNEWS, FOX, FOX News, FOX Sports, MSNBC, MTV, NBC2Go, NBC, NBC News, NBC Sports and Nickelodeon.*</p> <p>FLO TV allows consumers to take a diverse array of live TV, news, sports and entertainment programming with them. This includes essential live programming and the best special events and temporary channels, which in the past have included X Games, Men's College Basketball championship tournament, FOOD Network, and SHARK WEEK from Discovery Channel.</p> <p>In addition to offering a robust lineup of programming from leading brands, FLO TV partners with cutting-edge producers and content creators to offer original content including a recent deal with famed video blogger Amanda Congdon who now brings her popular web content to the FLO TV service.</p> <p>Verizon Wireless and AT&T subscribers each have two dedicated channels to offer unique content for their mobile TV subscribers, including MTV Tr3s and ESPN Radio on Verizon Wireless and Crackle, a Sony Pictures Entertainment channel, and CNN Mobile Live on AT&T.</p> <p><i>*The FLO TV service programming line-up may differ depending on the distribution platform</i></p>
<p>Watch FLO TV</p>	<p>On Handsets</p> <p>Currently the FLO TV service can be viewed on handsets from LG, Motorola and Samsung.</p> <ul style="list-style-type: none"> • AT&T offers the FLO TV service as AT&T Mobile TV. AT&T customers can learn more about the FLO TV service at www.att.com/mobiletv

	<ul style="list-style-type: none"> Verizon Wireless offers the <i>FLO TV</i> service as V CAST Mobile TV. Verizon Wireless customers can learn about the <i>FLO TV</i> service at www.verizonwireless.com/mobiletv. <p>In Cars <i>FLO TV</i> Auto Entertainment allows consumers to enjoy a wide variety of live and time-shifted programming through their in-vehicle entertainment system.</p> <p><i>FLO TV</i> Auto Entertainment will be available through the Audiovox (branded as Advent) expeditor channel in more than 12,000 new car dealers in 86 markets nationwide or as an add-on to all existing in car entertainment systems already on the market.</p>
Availability	<p>On Handsets The <i>FLO TV</i> service is currently on available handsets in more than 86 metropolitan areas across the United States, reaching over 110 million consumers.</p> <p>The <i>FLO TV</i> Service is expected to be available in over 100 markets reaching over 200 million consumers by the end of 2009.</p> <p>In Cars Consumers will be able to purchase the system and service through an extensive network of auto dealers and expeditors. In addition, <i>FLO TV</i> Auto Entertainment is expected to be available in major retail outlets for purchase and installation by end of 2010.</p>
Pricing	<p>On Handsets Consumer pricing for the mobile phone <i>FLO TV</i> service is determined by the wireless carrier partners. For details of AT&T Mobile TV pricing and availability, visit www.att.com/mobiletv. For pricing and availability of V CAST Mobile TV, visit www.verizonwireless.com/mobiletv.</p> <p>In Cars Authorized car dealers will offer one year of <i>FLO TV</i> Auto Entertainment service included with the hardware purchase, with annual plans starting at special introductory rates as low as \$119 per year or 3-year plans starting at \$299, the equivalent of less than \$9 per month.</p>
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Affiliation	FLO TV Incorporated is a wholly owned subsidiary of Qualcomm Incorporated.

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