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**GOTV NETWORKS' ES MÚSICA AND ROCK ON: ALTITUDE HIT THE STAGE ON V CAST VIDEO FROM VERIZON WIRELESS**

**September 10, 2008** – From CTIA WIRELESS I.T. & Entertainment 2008 in San Francisco, Verizon Wireless, builder and operator of the nation's most reliable wireless voice and data network, and GoTV Networks announced today GoTV Networks' original music channels ES Música and Rock On: Altitude are available on Verizon Wireless' V CAST Video service.

ES Música, the first ever made-for-mobile Latin channel, is available exclusively on Verizon Wireless' V CAST and delivers music videos, behind-the-scenes footage and live performances from the biggest and brightest Latin artists in Latin pop, rock, hip-hop, reggaeton and more.

Rock On: Altitude offers rock fans a blend of videos, performances, interviews and exclusive content, direct to mobile, from the most trusted and cutting-edge original mobile rock channel available. GoTV Networks' urban music channel, Hip Hop Official, launched with Verizon Wireless on V CAST Video earlier this year.

"With the launch of ES Música and Rock On: Altitude, we're helping to expand the musical spectrum available on V CAST Video," said Thomas Ellsworth, chief executive officer of GoTV Networks. "We have seen impressive results since the debut of Hip Hop Official on V

CAST Video in January, and we are confident Verizon Wireless customers will be quite satisfied with these two new choices on V CAST Video.”

Verizon Wireless is committed to delivering a variety of V CAST Video programming to meet ongoing customer demand for news, sports, weather and entertainment while on-the-go. In the first half of 2008, Verizon Wireless customers downloaded more than 71 million video clips and songs from the company’s V CAST Video and Music services. With the addition of ES Música and Rock On: Altitude, Verizon Wireless is able to offer a broader line-up of content on V CAST Video to help satisfy the mobile cravings of Verizon Wireless customers.

Customers with select V CAST-enabled phones can check out V CAST whenever they want for just \$3.00 for 24-hour use or by signing up for the \$15.00 V CAST VPak monthly subscription, which also includes access to Verizon Wireless’ ESPN MVP, Get It Now® and Mobile Web services. Customers get unlimited basic video – including ES Música and Rock On: Altitude – but application download fees may apply for 3D games and premium video. There are no airtime or megabyte charges to download, stream or watch V CAST content with any V CAST subscription.

For more information about Verizon Wireless products and services, visit a Verizon Wireless Communications Store, call 1-800-2 JOIN IN or go to [www.verizonwireless.com](http://www.verizonwireless.com).

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### **About Verizon Wireless**

Verizon Wireless operates the nation’s most reliable wireless voice and data network, serving 68.7 million customers. Headquartered in Basking Ridge, N.J., with 70,000 employees nationwide, Verizon Wireless is a joint venture of Verizon Communications (NYSE: VZ) and Vodafone (NYSE and LSE: VOD). For more information, go to: [www.verizonwireless.com](http://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](http://www.verizonwireless.com/multimedia).

### **About GoTV Networks**

GoTV Networks ([www.gotvnetworks.com](http://www.gotvnetworks.com)) is the first and largest mobile media network. GoTV produces content and develops technology for mobile and broadband platforms.

GoTV's extensive carrier and online distribution, mobile technology experts and team of Emmy® award-winning producers deliver a wide array of original and 3rd party branded programming that connects consumers to what interests them the most across mobile and broadband platforms. GoTV's content is accessible on a broad range of wireless devices via monthly subscription through wireless carriers. The company is headquartered in Sherman Oaks, California with regional sales offices in Seattle, Kansas City and Atlanta.

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