



**Press Contacts:** Mario Martin  
GoTV Networks  
818-933-2139  
pr@gotvnetworks.com

## **HIP HOP OFFICIAL BRINGS THE BEAT TO VERIZON WIRELESS CUSTOMERS**

*GoTV Networks' Premium Channel Now Available To V CAST Subscribers*



Las Vegas, NV, Basking Ridge, NJ, and Sherman Oaks, CA – January 8, 2008 – From the 2008 International CES, Verizon Wireless, the leading wireless company with the nation's most reliable wireless voice and data network, announced today its customers can now access Hip Hop Official, GoTV Networks' original channel, on V CAST Video.

With Hip Hop Official, hip-hop fans can stay up-to-date on breaking music news and reviews, as well as get all the latest information in fashion, gadgets, games, movies, and lifestyle – all delivered straight to their phones. Hip Hop Official also offers customers up-to-the-minute features, including exclusive artist interviews and performances with today's hottest hip-hop artists, old school favorites and breakthrough performers.

"We are pleased to bring Hip Hop Official to V CAST Video subscribers," said Daniel Tibbets, executive vice president and studio chief for GoTV Networks. "Whether it's discovering new artists or finding out what's hot on the charts, if it's hip-hop, it's on Hip Hop Official."

Hip Hop Official is available to Verizon Wireless customers as a premium channel for \$4.99 monthly access with any V CAST Video subscription. 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 2.0SM services. Customers get unlimited basic video, but application download fees 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 on Verizon Wireless products and services, visit a Verizon Wireless Communications Store, call 1-800-2 JOIN IN or visit [www.verizonwireless.com](http://www.verizonwireless.com).

### About Verizon Wireless

Verizon Wireless operates the nation's most reliable wireless voice and data network, serving 63.7 million customers. The largest U.S. wireless company and largest wireless data provider, based on revenues, Verizon Wireless is headquartered in Basking Ridge, N.J., with

68,000 employees nationwide. The company is a joint venture of Verizon Communications (NYSE: VZ) and Vodafone (NYSE and LSE: VOD). Find more information on the Web at [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) / [www.4gotv.com](http://www.4gotv.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 library is accessible at multiple video websites, portals and via a broad range of wireless devices via monthly subscriptions through Alltel, AT&T, Boost Mobile, Helio, Sprint Nextel and Verizon Wireless. The company is headquartered in Sherman Oaks, California with regional sales offices in Seattle, Kansas City and Atlanta.

### About Hip Hop Official

If you're into hip-hop, GoTV's Hip Hop Official is your daily mobile source for hip-hop music and lifestyle. Hip Hop Official delivers on-demand, up-to-the-minute features, including exclusive artist interviews and performances with today's hottest hip-hop artists, old school faves and the ones about to break. With Hip Hop Official, you get breaking news and reviews as well as the latest in fashion, gadgets, games, movies, music, and lifestyle -- delivered straight to your phone. Whether it's discovering new artists or finding out what's hot on the charts - if it's hip-hop, it's here.