

NEWS RELEASE



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SAVE MONEY AT THE GROCERY STORE WITH VERIZON'S SPEND SMART DIGITAL COUPONS

*Program Powered by Cellfire Gives Both Verizon FiOS and Verizon Wireless
Customers Easier and More Ways to Save*

BASKING RIDGE, N.J. – Verizon said today that it is offering a free digital coupon service for its wireless and FiOS TV customers that can help them save money on their next trip to the grocery store. Verizon's Spend SmartSM coupons, powered by Cellfire, eliminate the hassle of clipping and collecting paper coupons by giving users instant access to coupons via their wireless phones, TVs or computers.

Verizon's Spend Smart coupons cover a wide range of products on customers' shopping lists and can be used at more than 4,000 locations of more than 20 grocery chains nationwide,

including ShopRite, Safeway and Kroger. Coupon brands and products rotate every two weeks, with more than \$25 in monthly grocery discounts available at any given time.

Register and Use Spend Smart Coupons

It's simple for customers to sign up for Spend Smart coupons on Verizon's three screens: Verizon Wireless Mobile Web under the Shopping channel, Verizon FiOS Internet in the Entertainment and Apps channel, and through FiOS TV's Widget Bazaar Applications Marketplace. Customers can also access Spend Smart coupons at www.vzspendsmart.com. When customers sign up on one of these services, the information is automatically synched to the other two, allowing them to view and use coupons on each platform.

To register, customers need to provide their shoppers club or loyalty club numbers from participating grocery stores, then will be able to view, save and use the coupons that are currently available for that retailer. There's no more fumbling for paper coupons, as Spend Smart users simply present their loyalty cards at the register. If they have an item with an associated coupon in their cart, the discount is automatically applied to their bill.

"Participating with Spend Smart gives us another way to provide our customers with the value and service ShopRite is known for," said Joe Sheridan, executive vice president, Wakefern Food Corp. "The convenience of receiving coupons on a mobile device and linking them directly to our ShopRite Price Plus[™] Club Card is a win-win for all of us."

"General Mills sees the Spend Smart service as a way to extend our brand with consumers nationwide, especially to those accessing information and making buying decisions using digital tools and information," said Joe Trimble, manager of Mobile Couponing at General Mills.

Spend Smart can be found on wireless phones featuring Mobile Web. There is no cost to register or use the service, but data or megabyte charges may apply when accessing Mobile Web. For more information on Spend Smart coupons, visit www.vzspendsmart.com.

For more information on products and services, go to www.verizonwireless.com, visit a Verizon Wireless Communications Store or call 1-800-2 JOIN IN. For the latest news, updates and information about FiOS TV, visit www.verizon.com/newscenter and www.verizon.com/athomeblog.

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About Cellfire

Cellfire is the leading provider of electronic and mobile coupon solutions in the U.S. Cellfire offers consumers convenient savings from national retailers, local merchants and top-brands at grocery stores – anytime, anywhere with the device of choice. Founded in 2005, the company is headquartered in San Jose, Calif. For more information on Cellfire, visit www.cellfire.com.

About Verizon Wireless

Verizon Wireless operates the nation's most reliable and largest wireless voice and 3G data network, serving more than 91 million customers. Headquartered in Basking Ridge, N.J., with 83,000 employees nationwide, Verizon Wireless is a joint venture of Verizon Communications (NYSE: VZ) and Vodafone (NASDAQ and LSE: VOD). For more information, visit 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.

About Verizon

Verizon Communications Inc. (NYSE:VZ), headquartered in New York, is a global leader in delivering broadband and other wireless and wireline communications services to mass market, business, government and wholesale customers. Verizon Wireless operates America's most reliable wireless network, serving more than 91 million customers nationwide. Verizon also provides converged communications, information and entertainment services over America's most advanced fiber-optic network, and delivers innovative, seamless business solutions to customers around the world. A Dow 30 company, Verizon employs a diverse workforce of approximately 222,900 and last year generated consolidated revenues of more than \$107 billion. For more information, visit www.verizon.com.