

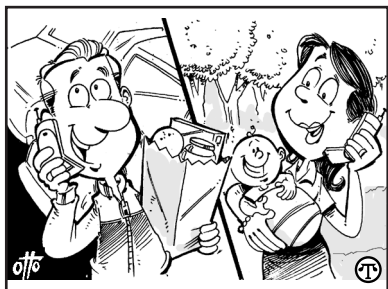
The \$50 Question—What's The Best Value?

(NAPSA)—The first wireless phones were as big as bricks and about as heavy—and calls were so expensive, only the affluent could afford them. And that was only in the '80s. Since then, technology has improved significantly. Wireless phones today are the size of a candy bar, weigh just ounces, and the cost of the average call has dropped from more than \$2 per minute to just pennies. Today, more than 137 million Americans own a wireless phone and spend an average of \$50 a month on their wireless service.

Believe it or not, twenty years ago, \$50 couldn't buy much in the way of technology. When the first printer was introduced, only large businesses could afford them. Today, printers are available for under \$50 and the price continues to fall. While the prices of tech products have dropped, prices of most other products have increased: In 1985 four concert tickets cost about \$50; today one concert seat—even in the “nosebleed” section—is at least \$50. The average movie ticket in 1985 cost \$3.15. For \$50, 14 friends could go to the movies, while today it would cost \$112 to treat 14 friends to a flick.

Today wireless technology is virtually everywhere in our society; service has improved dramatically while costs have lowered. Twenty years ago a wireless phone cost almost \$4000, while today a phone can be had for less than \$100. Wireless service is proving to be a better value now than ever: In its first few years, \$50 could buy about 25 minutes of wireless talk time, but for the same amount of money today, the average wireless customer can buy a full month of service, plus any of the following options:

- Send and receive more than 700 text messages to quickly and conveniently chat with friends



and family across the country, or;

- Receive more than 950 alerts with reminders about birthdays or anniversaries, send daily news, get sports scores updates or stock price information, or;

- Download 15 ring tones to distinguish among incoming callers—quickly identify when parents, spouse, co-worker or friends call by the ring tone you assign, or;

- Defy boredom when commuting, waiting in line or just when relaxing by downloading six games, or;

- Phone insurance protection, wireless access to Web content, and Roadside Assistance from Verizon Wireless.

The America's ChoiceSM plan from Verizon Wireless gives subscribers the most value. For less than \$50 per month, customers can talk to friends and family with no long distance or roaming fees when they call on Verizon Wireless' national network. For less than \$50 per month Verizon Wireless subscribers have comfort in knowing they can call for help if their car breaks down, and that they are always accessible—if they want to be—with voicemail and call waiting. Wireless service is the ultimate bargain.

For more information on the wireless plan that's right for you, including up-to-the-minute information about the latest and most award winning wireless products and services, check out www.VerizonWireless.com.