

David K. Rehr
President and CEO



March 18, 2009

Mr. Lowell McAdam
President and Chief Executive Officer
Verizon Wireless
295 N. Maple Ave.
Basking Ridge, NJ 07920

Dear Mr. McAdam:

As the premier advocacy organization for the broadcast industry, NAB is working to ensure broadcast reception capability in all new devices. We are pleased to see that Verizon Wireless has in recent months added the Samsung Omnia to its list of supported mobile handsets, especially since this new smart phone includes FM radio as one of its features.

Providing FM broadcast reception capability in mobile handsets creates multiple benefits for broadcasters, mobile network providers and consumers alike. These benefits include:

- FM radio is a proven and effective method for providing emergency alerts to mobile subscribers, which is available now, and does not require lengthy and costly upgrades to the mobile network infrastructure.
- FM radio is a value-added and low-cost handset feature for consumers that they appreciate, as radio is still the number one method by which consumers discover new music.
- FM radio can provide a foundation for incremental revenue for mobile network providers. For example, through "RDS song tagging" a song heard on the FM radio in the handset can be "tagged" for later purchase over the cellular network's existing music commerce system. This has been successfully implemented with the Microsoft Zune portable music player and can also be applied to making interactive advertising a reality.
- FM broadcasters can provide significant public promotion for new handsets with FM reception capability.

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We commend Verizon Wireless for including this new phone with FM radio reception and look forward to when all the handsets supported by Verizon Wireless provide access to FM radio as a standard feature. In the meantime, we encourage you to more prominently feature FM radio functionality in your printed, online and in-store marketing for FM-capable mobile handsets with the result of tangible benefits accruing to both Verizon and its mobile customers.

We would appreciate the opportunity to discuss the mutual benefits of ubiquitously including FM radio in mobile phone handsets with you and/or selected members of your staff. Please feel free to contact me with your thoughts on how to begin this useful dialogue.

I am taking the liberty to share my letter to you with the 9,346 FM radio stations across America. I am certain they will spread the news on your inclusion of mobile handsets supporting the FM radio feature.

Best wishes.

Sincerely,

A handwritten signature in black ink that reads "David K. Rehr". The signature is written in a cursive, slightly slanted style.

David K. Rehr

cc: America's 9,346 local FM radio stations