Premium Messaging

Wireless devices are the most powerful communications tools in history. Premium Messaging and shortcodes are enabling technologies that allow brands and content providers to combine mass market communication with direct consumer interaction in a very intimate way.

Nearly all Verizon Wireless' subscribers have SMS, camera, and video capable handsets, and we have designed the industry's best network to handle the high message volumes associated with Premium Messaging. In addition, we have built a scalable infrastructure to bring your SMS and MMS programs to market in an expeditious and responsible manner.

Verizon Wireless is excited to support the CTIA Common Shortcode program and Premium Messaging and encourages you to contact one of our Premium Messaging aggregators listed below to find out how you can get your premium or standard rate shortcode up and running on Verizon Wireless.

To learn how to obtain a shortcode go to the Common Short Code Administration site:
www.usshortcodes.com

To find out more about the Verizon Wireless Premium Messaging developers program, contact us at:
www.vzwdevelopers.com/aims/

AGGREGATOR NAME	CONTACT NAME	PHONE NUMBER	E-MAIL ADDRESS
Air2Web	Michael Barron	(404) 942-5418	Michael.Barron@air2web.com
MBlox* #	Brian Johnson	(408) 617-3795	Brian.Johnson@mblox.com
Motricity / GoldPocket* #	Stephen Leonard	(919) 957-5063	Steve.Leonard@motricity.com
OpenMarket* #	Eric Landeen	(206) 695-8691	elandeen@openmarket.com
SinglePoint* ** #	Ron Cuervo	(678) 366-0258	rcuervo@gosinglepoint.com
Sybase / Mobile365* +	Joanne Luger	(703) 961-2224	Joanne.luger@sybase.com
VeriSign / m-Qube* + ** #	Mobile Sales	(888) 716-0023	mobilesales@verisign.com

*MMS-based applications (Ringtones & Wallpapers) must be routed via one of the off-net aggregators above
+MMS-users generated content websites/portals/ftp sites must be routed via one of the off-net aggregators above
**Interactive TV applications must be routed via one of the Mass Messaging/iTV certified aggregators above
Premium IVR Aggregators - currently have an executed agreement in place with VZW to submit Premium IVR programs.
   Please note that standard rated IVR programs are currently not being accepted.

   Note: Verizon Wireless is not currently considering applications for direct connectivity so any SMS-based application must be routed via
   one of aggregators above

The Enterprise B2B Messaging Aggregators
(standard rated messages only) are as follows:

AGGREGATOR NAME	CONTACT NAME	PHONE NUMBER	E-MAIL ADDRESS
VeriSign / m-Qube* + ** #	Mobile Sales	(888) 716-0023	mobilesales@verisign.com

Mass Messaging & iTV Certified Aggregators:

AGGREGATOR NAME	CONTACT NAME	PHONE NUMBER	E-MAIL ADDRESS
SinglePoint* ** #	Ron Cuervo	(678) 366-0258	rcuervo@gosinglepoint.com
VeriSign / m-Qube* + ** #	Mobile Sales	(888) 716-0023	mobilesales@verisign.com

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