

# Marketing Opportunities

**Verizon Wireless** is committed to working with select developers to promote their applications. The following marketing opportunities will be available to Developers who's applications are selected for inclusion in the BREW product catalog. Modifications to these marketing plans will be communicated to you from time to time via the Developers Community Web Site (<http://developers.verizonwireless.com>).

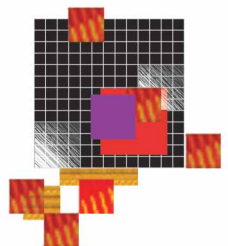


-  Possible Exposure in the Quarterly Newsletter
-  Possible Inclusion in Store Wide Collateral
-  Possible Reference in BREW web site  
[www.verizonwireless.com/brew](http://www.verizonwireless.com/brew)

At launch, BREW's web presence can be found on the Verizon Wireless home page under the "What's New Section." BREW will also be featured under the Internet and Data Section of the Verizon Wireless website.

The "Featured Application" section on the home page of the Verizon Wireless BREW web site ([www.verizonwireless.com/brew](http://www.verizonwireless.com/brew)) will rotate 5 select applications. As a BREW developer, this is a great opportunity to showcase your application to the many Verizon Wireless customers who will frequent the web site.

In addition, select new applications to the Verizon Wireless BREW Shop catalog will be listed in the "New Application" section (see above graphic) of the Verizon Wireless BREW web site. This is an additional location where a BREW customer can receive detailed information about your application with just one click!



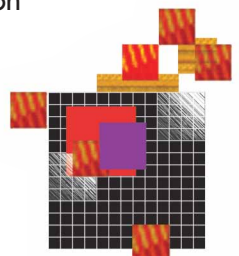


See above **1** for a sample of the "games" category on the Verizon Wireless Brew web site; a screen shot of each application in BREW Shop organized by categories.

A Short & Long Description of the applications will also appear in BREW Shop. See above **2** for samples. The Long description can be located by clicking on "view details" in BREW shop.

Verizon Wireless is the nations largest wireless provider with over 29 Million customers, 1200 direct stores and service in 97 of the top 100 U.S. markets.

This year we have begun a major advertising campaign using "Test Man" to illustrate our company's continuing efforts to build the best wireless network in the U.S. In the near future Verizon Wireless will engage in additional advertising campaigns that will highlight the products and services that will continue to make Verizon Wireless a leader in the wireless industry. Opportunities for mention in these campaigns may be extended to select BREW developers who's applications are included in the BREW shop catalog.



*Moving Wireless Forward*  
**Verizon Wireless.** We're Connected...

*developers.verizonwireless.com*