

PSAs on Domestic Violence from Casa de Esperanza Now Showing on Verizon Mobile, Internet and TV

Verizon Wireless Helps Bring Hope Campaign Information to Customers on TV, Online and Wireless Phones

BASKING RIDGE, NJ, and ST. PAUL, MN (January 20, 2010) – Verizon Wireless and Casa de Esperanza, a leading national domestic violence prevention agency focused on Latinas, said today that public service announcements (PSAs) featuring Casa’s Hope Campaign are now running across three Verizon content platforms: Verizon Wireless Mobile Web, Verizon FiOS Internet and Verizon FiOS TV. Launched Jan. 1, the PSAs highlight tools, tips and ideas for individuals to get involved in domestic violence awareness and prevention in their communities.

“Sharing the Hope Campaign PSAs with Verizon customers enables us to reach more people and to expand this critical educational movement. The PSAs represent another way to deliver information to those who can truly make a difference – consumers and businesses willing to take a stand against domestic violence,” said Amy Sanchez, chief executive for External Affairs at Casa de Esperanza.

Based on the belief that no one is born violent and violence is a learned behavior, the Hope Campaign was created by Casa de Esperanza and funded by Verizon Wireless to challenge communities nationwide to take initiative. It was launched in 2009 and puts the work of ending domestic violence in the hands of individuals and provides tools including PSAs and an interactive Web site to help recognize the positive impact words and actions can have against domestic violence.

The Hope Campaign is the second domestic violence awareness-focused PSA to be shown on Verizon’s three platforms and is part of Verizon’s ongoing efforts to increase awareness of the issue. Last fall, “That’s Not Cool,” an Ad Council campaign designed to help teens recognize digital dating abuse and take steps to avoid it, was shown to Verizon Wireless and Verizon FiOS customers.

Verizon Wireless has a long history of supporting domestic violence prevention and awareness through its HopeLine® phone recycling and reuse program. Proceeds from HopeLine are used to provide wireless phones to survivors who are rebuilding their lives or cash grants to local domestic violence advocacy groups.

To learn more about the Hope Campaign, visit www.casadeesperanza.org/hope-campaign.

About Verizon Wireless

Verizon Wireless operates the nation's most reliable and largest wireless voice and 3G data network, serving 89 million customers. Headquartered in Basking Ridge, N.J., with 85,000 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 Casa de Esperanza

Rooted in Latina values and realities, Casa de Esperanza works nationally by enhancing Latinos' access to resources and support, conducting culturally relevant research, advocating for policy responsive to Latinos, and providing training and consultation to organizations working with Latinos. In Minnesota, the organization shelters and advocates for Latinas and their children, changes community attitudes about domestic violence and facilitates community networks. To learn more, visit www.casadeesperanza.org.

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 89 million customers nationwide. Verizon's Wireline operations provide converged communications, information and entertainment services over the nation's most advanced fiber-optic network. Wireline also includes Verizon Business, which delivers innovative and seamless business solutions to customers around the world. A Dow 30 company, Verizon employs a diverse workforce of more than 235,000 and last year generated consolidated operating revenues of more than \$97 billion. For more information, visit www.verizon.com.

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