



**Expanding and Diversifying the Reach of Verizon Wireless
Prime Customer Prospects
By Adding**



To the Verizon Wireless Media Mix



Verizon Wireless is the Market Leader in Phoenix.

32.5% of Cell Phone Owners Use Verizon.

REPORT: CROSSTAB REPORTS
 MARKET: PHOENIX, AZ FOR SEP-OCT 2006
 BASE: ADULTS AGE 18+
 PRIMARY TARGET: NOW OWN A CELLULAR PHONE

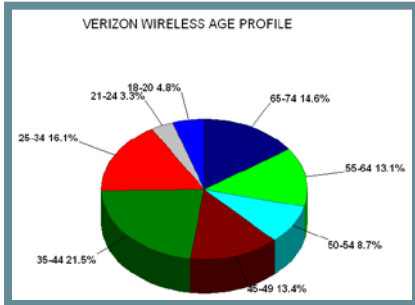
Base Persons: 2,625,906

Targets	Primary Persons	Vertical Percent
CELL PHONE CARRIER USED--VERIZON VMRELESS	664,560	32.5
CELL PHONE CARRIER USED--T-MOBILE	431,753	21.1
CELL PHONE CARRIER USED--SPRINT NEXTEL	274,132	13.4
CELL PHONE CARRIER USED--CINGULAR	207,452	10.2
CELL PHONE CARRIER USED--ALLTEL	172,795	8.5
CELL PHONE CARRIER USED--QWEST WIRELESS	85,136	4.2

Verizon Wireless is the Leader Among The Arizona Republic & azcentral.com Audience Reach Your Customers & Those of Your Competition!

Report:	COMPOSITION REPORTS	THE MEDIA AUDIT			
Market:	PHOENIX, AZ for SEP-OCT 2006				
Bases:	ADULTS AGE 18+				
Media:	AZ.COM/AZ REPUB**W/S				
Base Population: 2,625,900		% In Target: 63.8%			
Target	Market Persons	Media Persons	Media Rating	Audience Composition	Target Index
CELL PHONE CARRIER USED--VERIZON WIRELESS	664,600	503,000	75.7	30.0	119
CELL PHONE CARRIER USED--T-MOBILE	431,800	251,000	58.1	15.0	91
CELL PHONE CARRIER USED--SPRINT NEXTEL	274,100	195,300	71.3	11.7	112
CELL PHONE CARRIER USED--ALLTEL	172,800	135,600	78.5	8.1	123
CELL PHONE CARRIER USED--CINGULAR	207,500	129,200	62.3	7.7	98
CELL PHONE CARRIER USED--QWEST WIRELESS	85,100	65,500	77.0	3.9	121

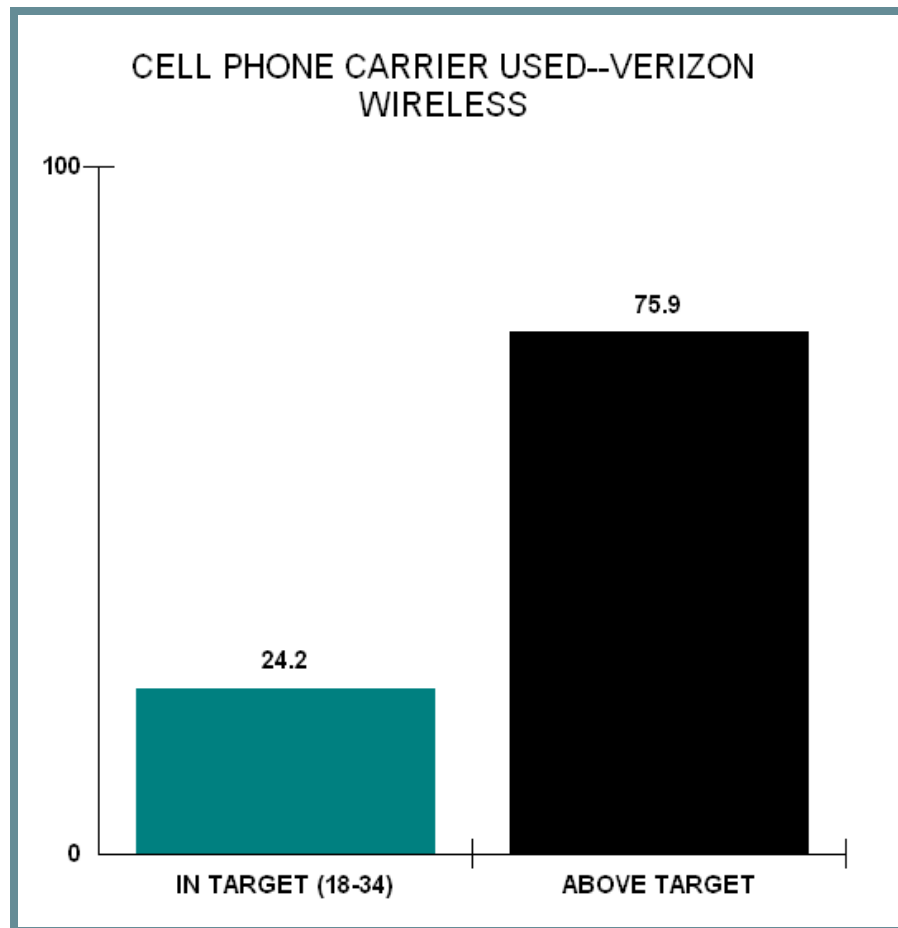
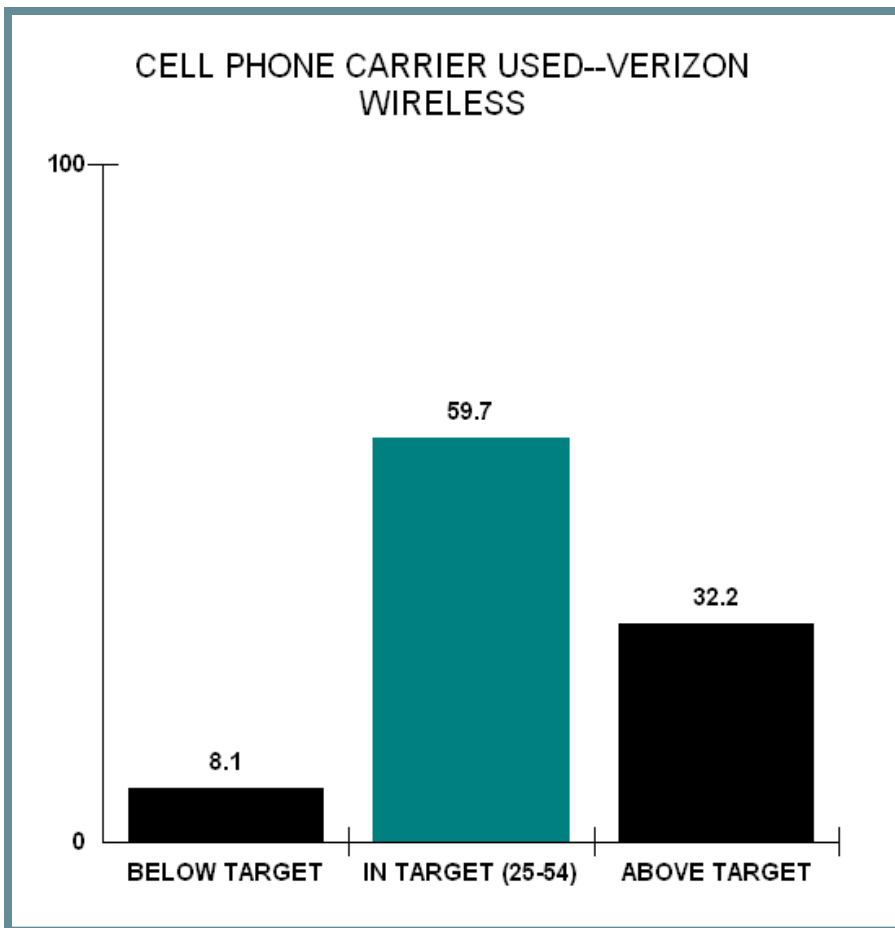


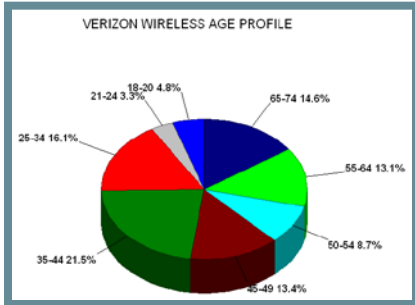


Verizon Wireless Age Demo Analysis

59.7% of Phoenix Verizon Customers are Age 25-54.

24.2% of Phoenix Verizon Customers are Age 18-34.

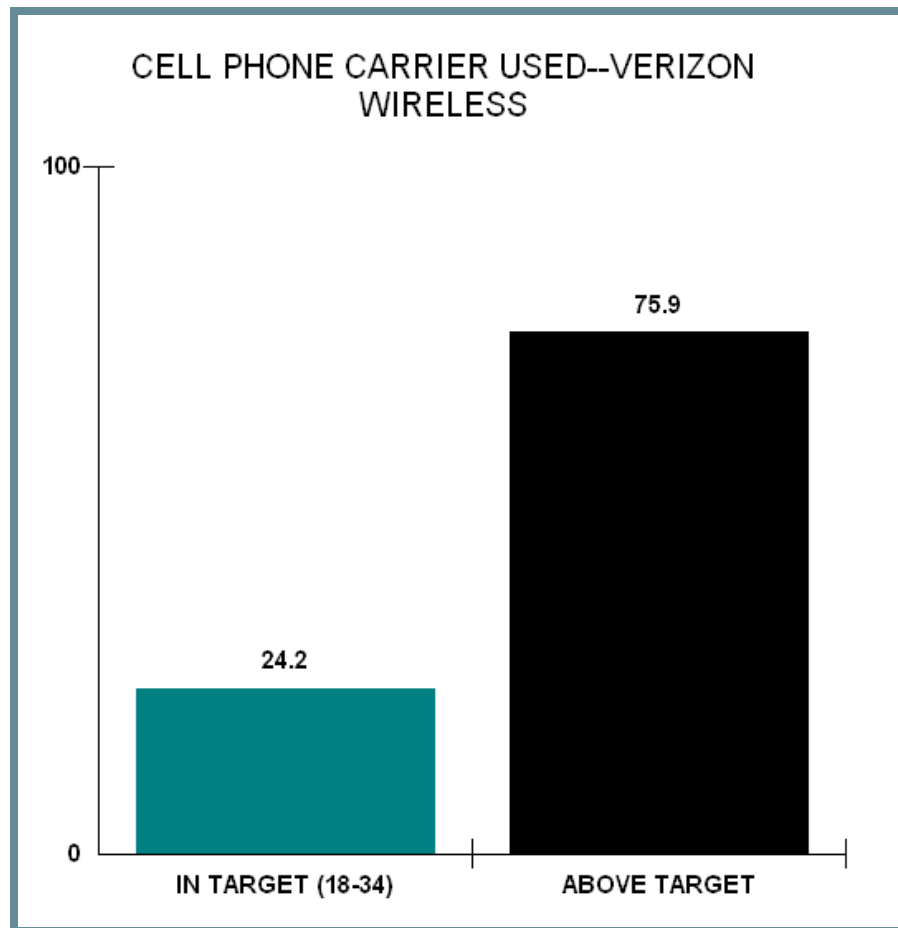
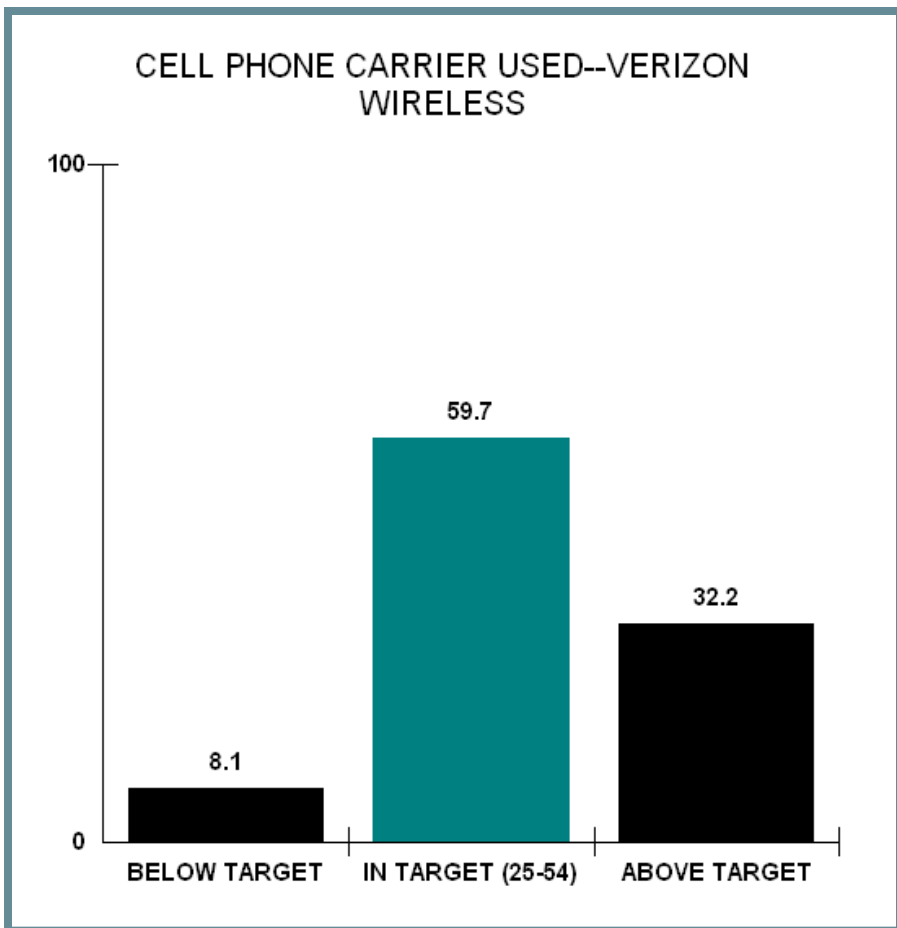




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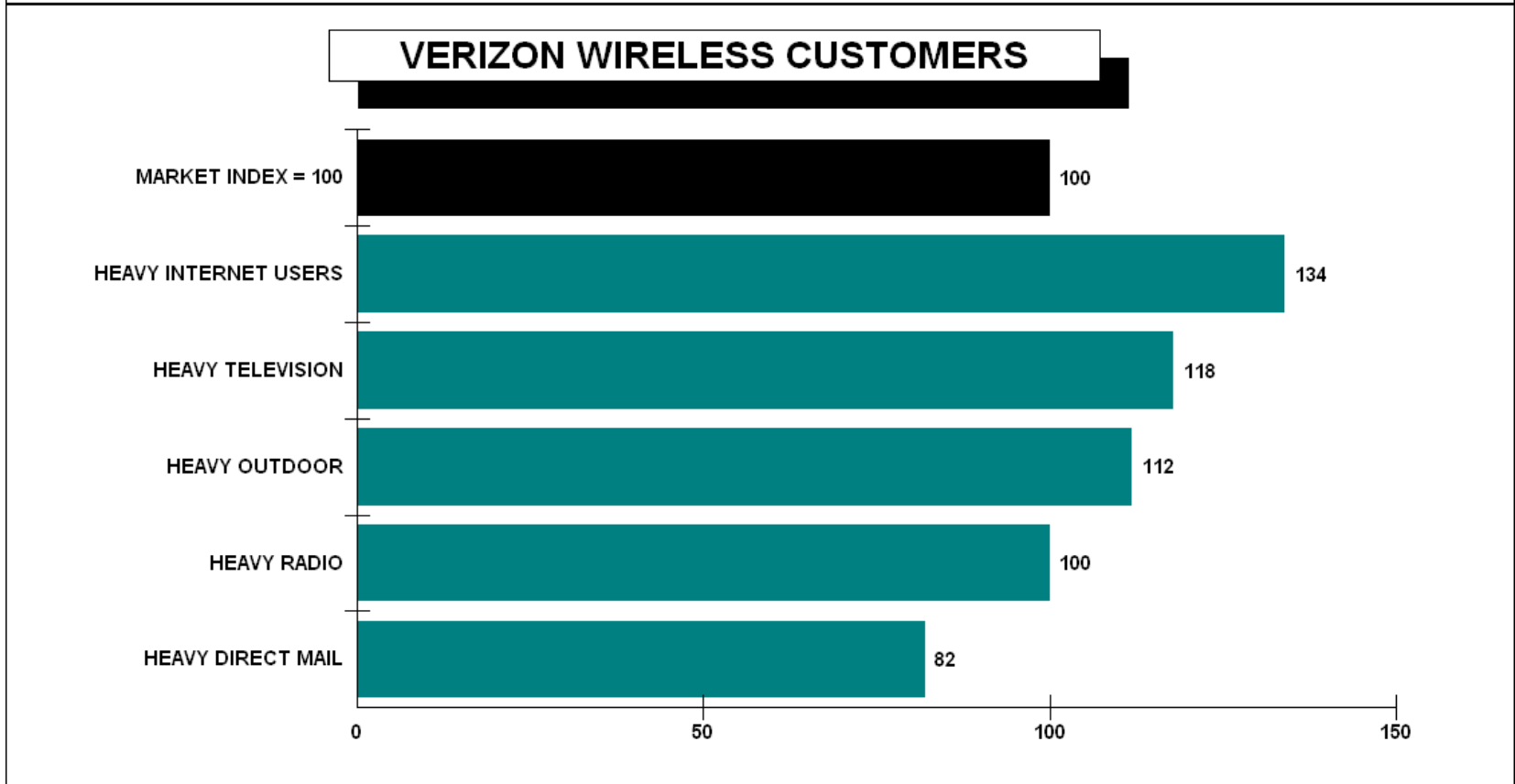
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The Internet is the Most Highly Targeted Medium in Reaching Phoenix Verizon Wireless Customers.

Report: MARKET INDEX, MULTIPLE MEDIA SINGLE TARGET REPORT THE MEDIA AUDIT Cume Index
 Market: PHOENIX, AZ for SEP-OCT 2006 Total Adults
 Bases: ADULTS AGE 18+
 Target: CELL PHONE CARRIER USED--VERIZON WIRELESS

Base Population: 2,625,900 % In Target: 25.3% Target Persons: 664,600

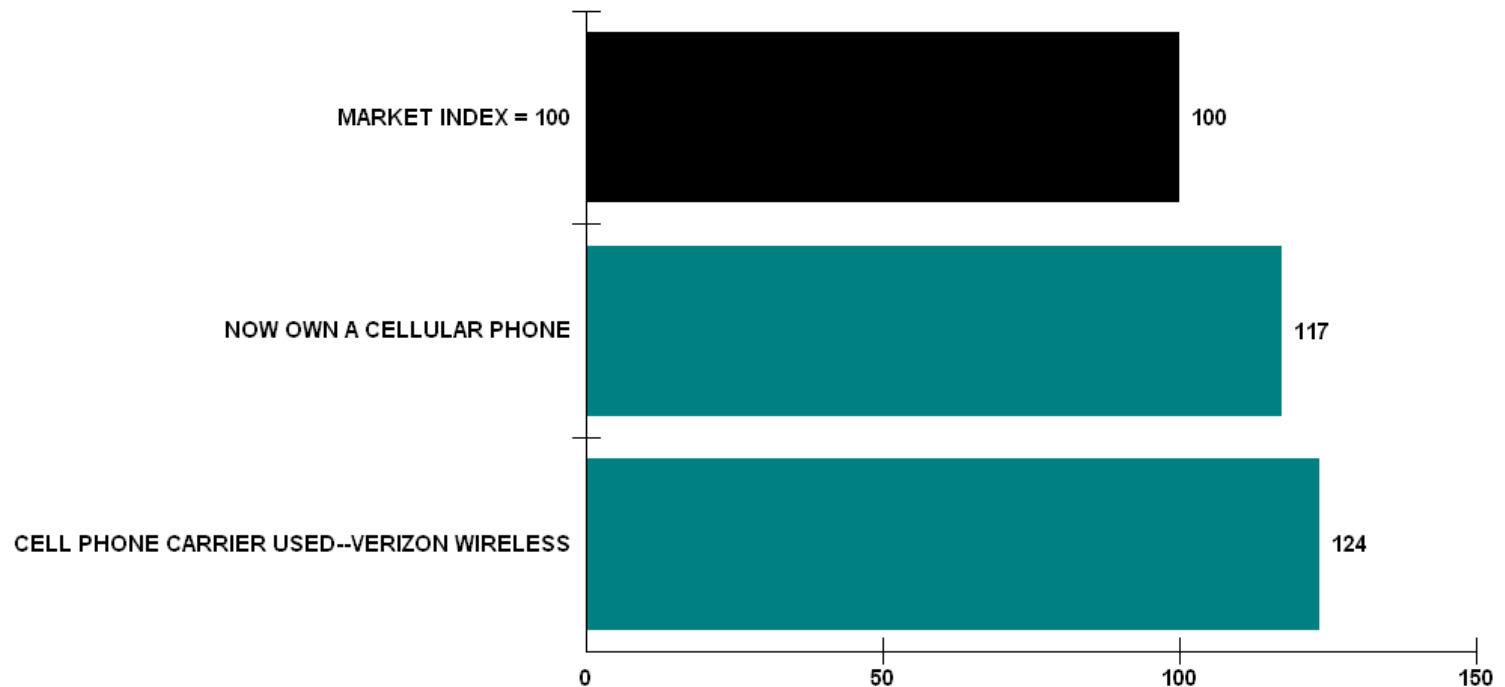


Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
 Market: PHOENIX, AZ for SEP-OCT 2006
 Bases: ADULTS AGE 18+
 Media: AZCENTRAL.COM

THE MEDIA AUDIT

Cume Index
Total Adults

azcentral.com Outperforms in Both Verizon Customers & All Cell Phone Owners

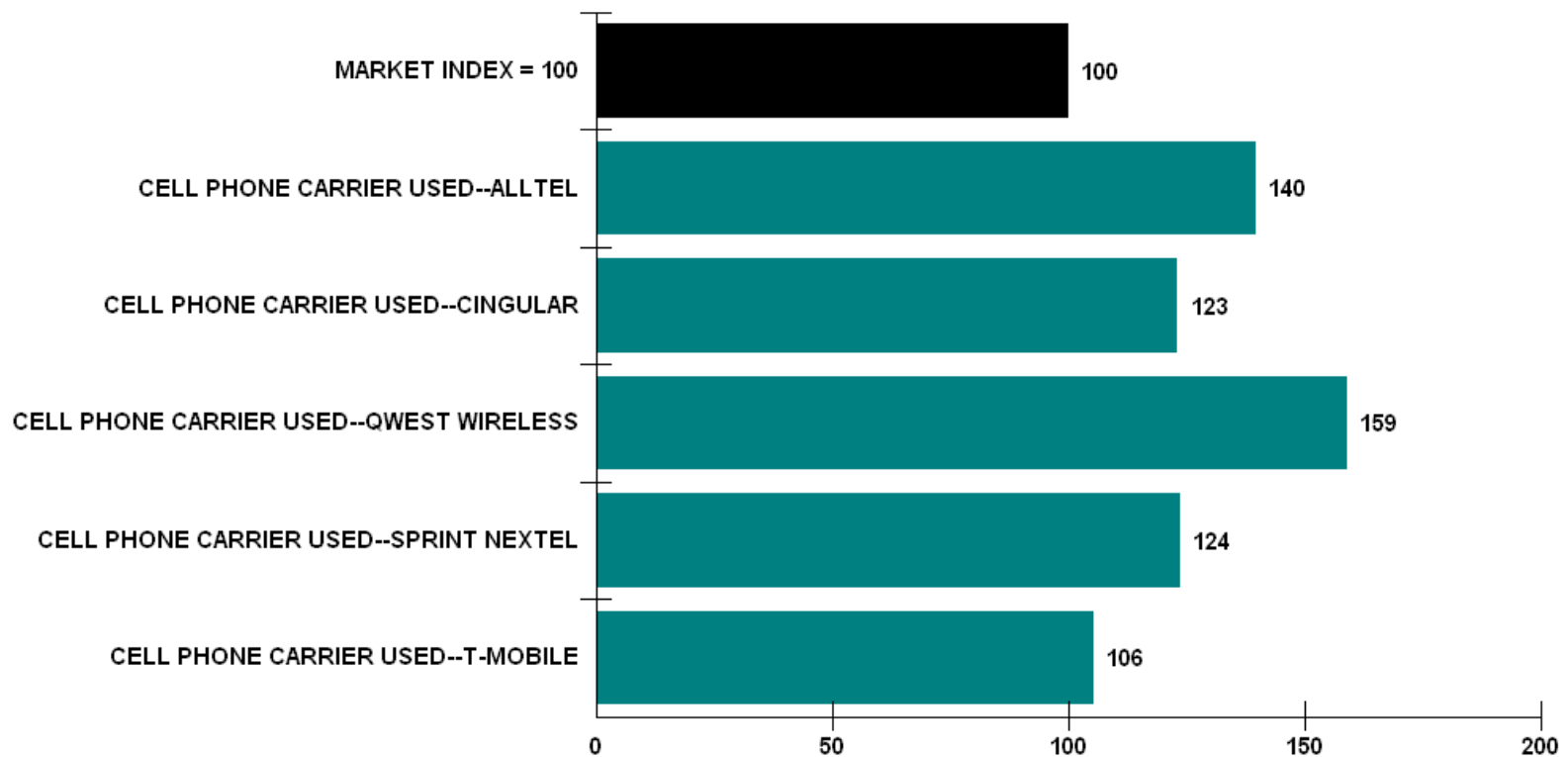


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THE MEDIA AUDIT

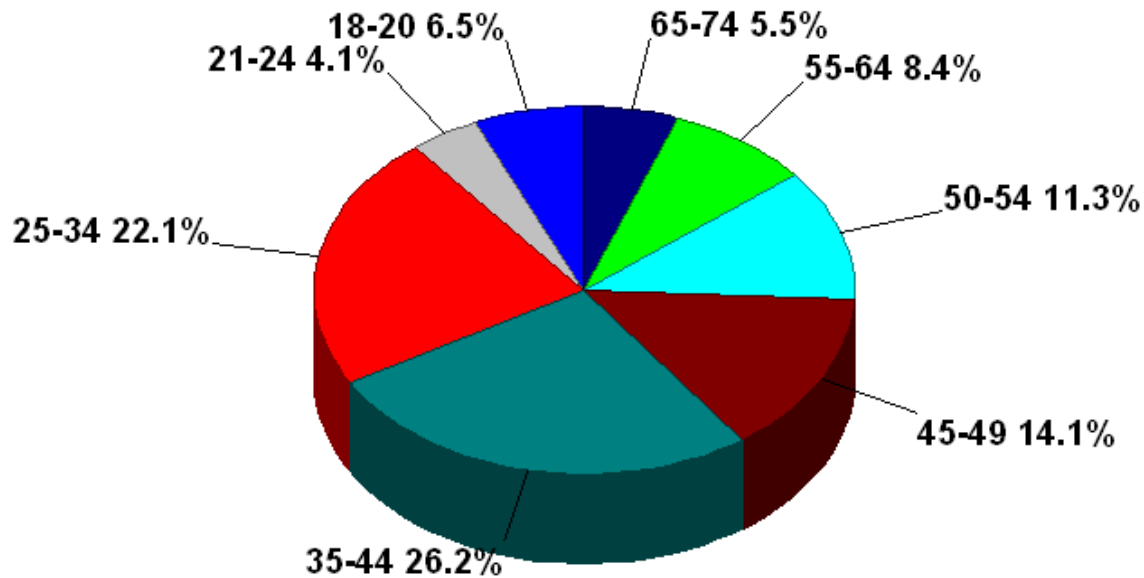
Cume Index
 Total Adults

azcentral.com Outperforms in Delivering All Competitors Customers

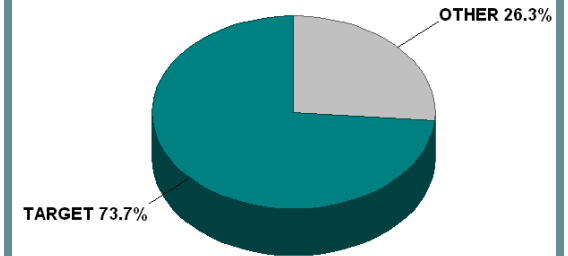


azcentral.com Delivers Verizon's Prime Demographic Targets

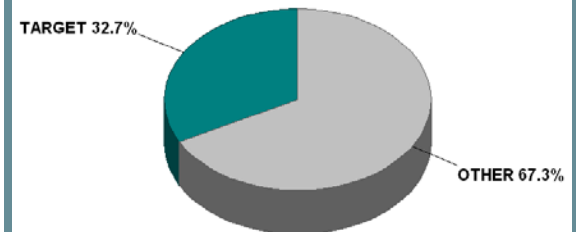
AZCENTRAL.COM AGE ANALYSIS



Adults 25-54 = 74%



Adults 18-34 = 33%





to the Mix

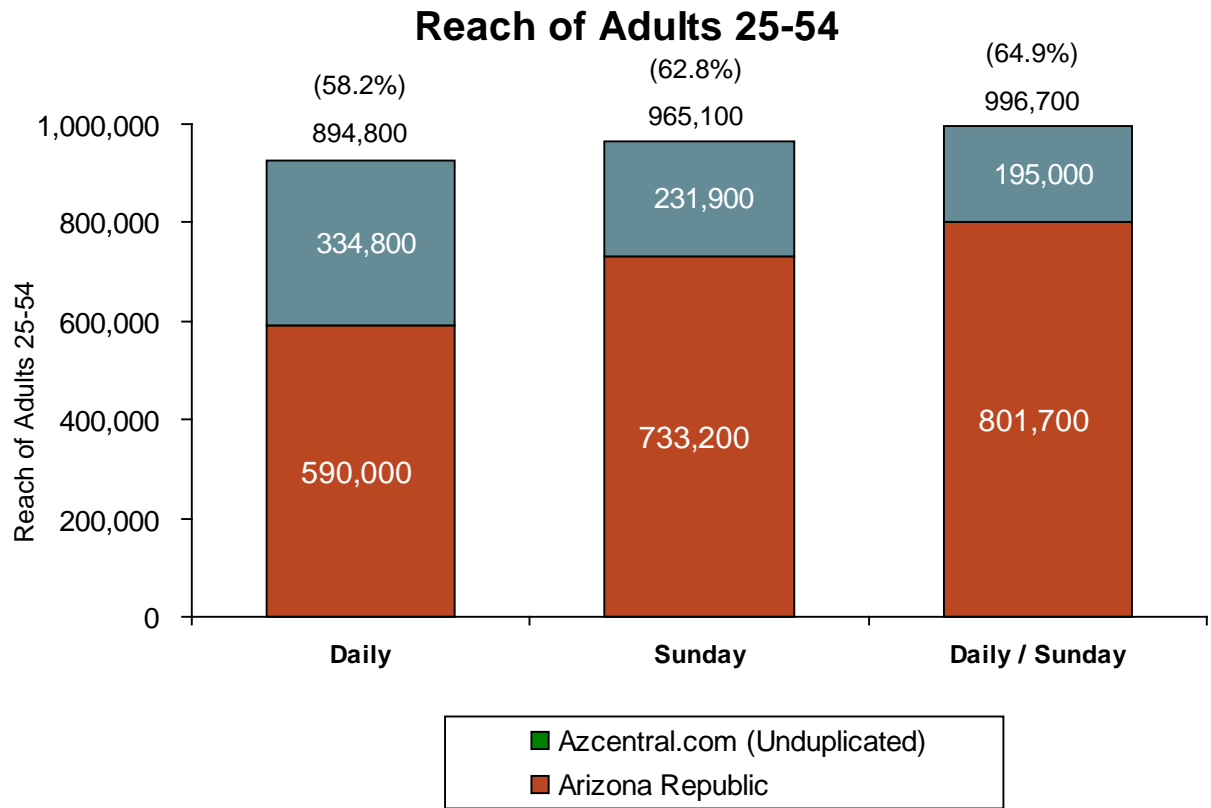
To Reach ADULTS 25-54 in the Phoenix Market

REACHING ADULTS 25-54 IN THE PHOENIX MARKET

Adding azcentral.com to the mix offers more and different 25-54's



#1 local website in Phoenix





to the Mix

To Reach ADULTS 18-34 in the Phoenix Market

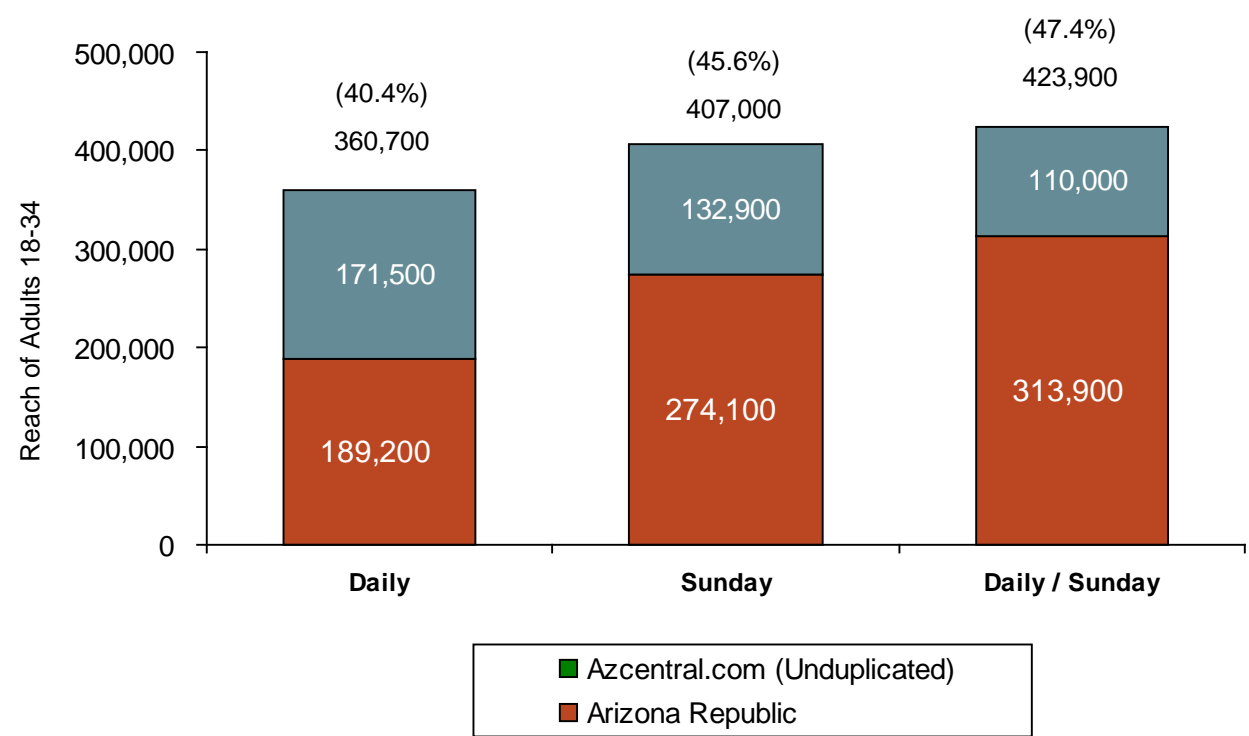
REACHING ADULTS 18-34 IN THE PHOENIX MARKET

Adding azcentral.com to the mix offers more and different 18-34's



#1 local website in Phoenix

Reach of Adults 18-34



Source: The Media Audit Sept-Oct 2006





to the Mix

To Reach CELL PHONE OWNERS in the Phoenix Market

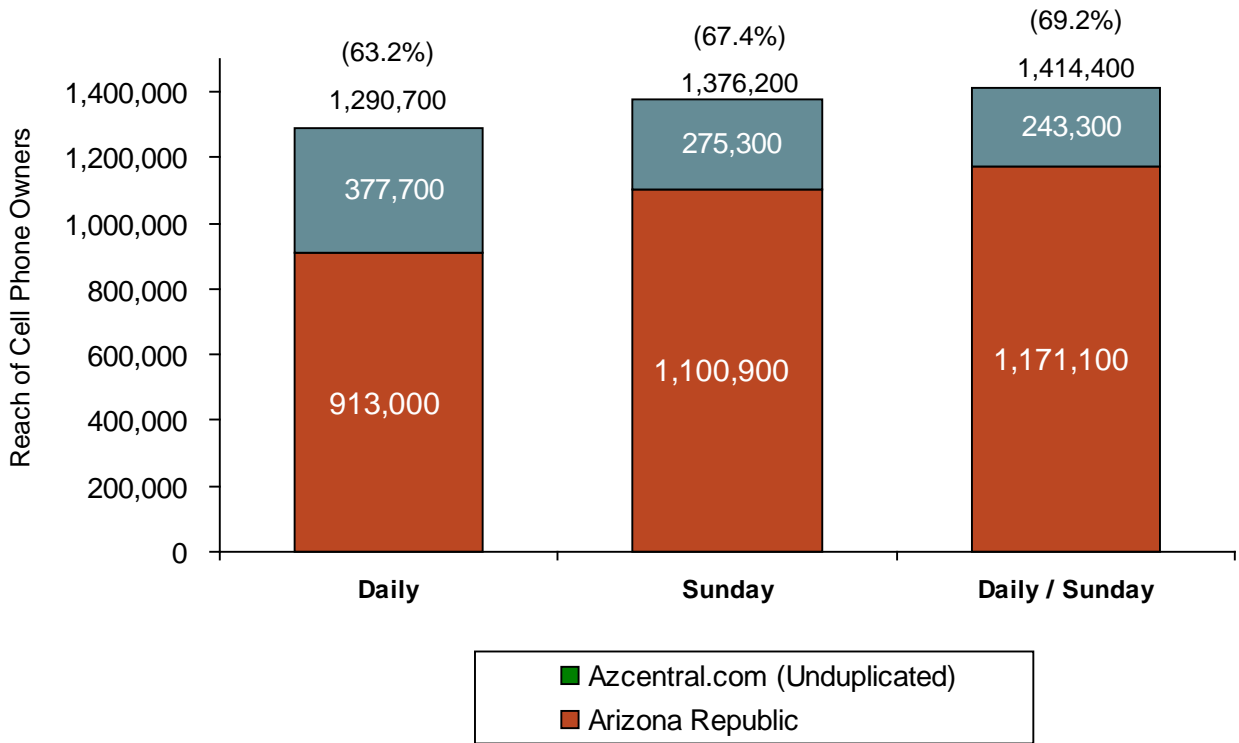
REACHING CELL PHONE OWNERS IN THE PHOENIX MARKET

Adding azcentral.com to the mix offers more and different Cell Phone Customers



#1 local website in Phoenix

Reach of Cell Phone Customers



Source: The Media Audit Sept-Oct 2006





to the Mix

To Reach VERIZON WIRELESS CUSTOMERS in the Phoenix Market

REACHING VERIZON CUSTOMERS IN THE PHOENIX MARKET

Adding azcentral.com to the mix offers more and different Verizon Wireless Customers



#1 local website in Phoenix



Reach of Verizon Wireless Customers

