

NEWS RELEASE



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FOR IMMEDIATE RELEASE
August 27, 2008

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VERIZON WIRELESS SENDS LUCKY FANS ON VACATION WITH THE JONAS BROTHERS TO ATLANTIS, PARADISE ISLAND RESORT

*Innovative Program with Samsung Delivers Exclusive Jonas Brothers Music
and Chance to Win Trip to Atlantis with Kevin, Joe and Nick*

BASKING RIDGE, N.J. – Verizon Wireless announced today that it will give customers the gift of a lifetime of memories when it sends 40 lucky fans on vacation with the Jonas Brothers. Customers who purchase the Samsung Glyde™ or Verizon Wireless Juke™ by Samsung, register online and download V CAST Music with Rhapsody on their PCs will have the chance to be entered into a sweepstakes to win a trip to The Bahamas to see the Jonas Brothers perform at Atlantis, Paradise Island resort on Dec. 13, 2008. Customers can also enter for free and get more information at www.jbconcerts.com/samsung.

Between Sept. 2 and Nov. 1, 2008, customers who purchase or upgrade to a Samsung Glyde or Verizon Wireless Juke by Samsung at participating Verizon Wireless or Circuit City

locations, register the purchase online and install Verizon Wireless' V CAST Music with Rhapsody software on their computers will be able to instantly download four complimentary exclusive live versions of songs from the Jonas Brothers' hot new album, "A Little Bit Longer." Customers will also have the chance to be entered to win a trip to Atlantis to see the Jonas Brothers.

"We're continuing to help fans connect with the Jonas Brothers in innovative ways while delivering exclusive music our customers can enjoy on their new Samsung phones," said Ed Ruth, director of digital music for Verizon. "The Jonas Brothers are clearly the hottest act in the nation, and this program makes dreams come true for some of our customers with the trip of a lifetime to Atlantis."

Fans can get Jonas Brothers songs, including their latest single, "Burnin' Up," as full-song downloads, ringtones or ringback tones. Customers who subscribe to V CAST Music with Rhapsody, Verizon Wireless' music service that includes a library of more than 5 million songs, can download Jonas Brothers music to their PCs free of digital rights management (DRM) software that restricts how and where music can be played. The music can then be side-loaded to the Samsung Glyde or Verizon Wireless Juke by Samsung; customers with the Samsung Glyde can also download songs over-the-air.

"Samsung is excited and proud to be chosen as the exclusive mobile phone partner for Verizon Wireless' program with the Jonas Brothers," said Paul Golden, vice president of strategic marketing for Samsung Telecommunications America. "The Jonas Brothers have some of the best fans out there, and we can't wait to meet the lucky Samsung owners who will meet the boys at Atlantis during this special and exclusive opportunity."

The grand prize includes premium tickets to the private performance concert featuring the Jonas Brothers at Atlantis, Paradise Island, roundtrip airfare, hotel accommodation, car service, and \$500 spending money.

“We have loved hosting the Jonas Brothers on their personal vacations to Atlantis and are thrilled to finally have them perform for our guests,” said Michele Wiltshire, senior vice president of special events and entertainment, Kerzner International. “Atlantis has a long history of hosting the hottest bands for guest performances and the Jonas Brothers are an unbelievable finale to this year’s Atlantis Live! concert series.”

A pop culture phenomenon of the first order, the Jonas Brothers – Kevin, Joe and Nick – have taken the world by storm, creating headlines and hysteria with their sold-out tour from coast to coast. Since the August 2007 release of their self-titled debut album for Hollywood Records, they’ve racked up one chart-topping hit after another. The brothers’ new album, “A Little Bit Longer,” debuted at #1 on Billboard and was one of three Jonas Brothers albums in the top 10 in one week – shattering previous records for the most albums in the top 10 for one artist. The hugely successful Burning Up tour is being filmed for a 3D movie which will hit theaters Feb. 22, 2009. The brothers have been honored with two 2008 MTV Video Music Awards nominations, “Video of the Year” and “Best Pop Video,” and recently starred in the Disney Channel original movie “Camp Rock,” which averaged 8.9 million viewers and was the network’s most-watched non-sequel movie ever. They also shot their own reality TV series, “Jonas Brothers – Living the Dream” and this fall will star in their own Disney Channel comedy series, “J.O.N.A.S.”

For more information on mobile music from Verizon Wireless, visit a Verizon Wireless Communications Store, call 1-800-2 JOIN IN or visit www.verizonwireless.com/music.

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About Verizon Wireless

Verizon Wireless operates the nation’s most reliable wireless voice and data network, serving 68.7 million customers. Headquartered in Basking Ridge, N.J., with 70,000 employees nationwide, Verizon Wireless is a joint venture of Verizon Communications (NYSE: VZ) and Vodafone (NYSE and LSE: VOD). For more information, go to: 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 Samsung Telecommunications America

Samsung Telecommunications America, LLC, a Dallas-based subsidiary of Samsung Electronics Co., Ltd., researches, develops and markets wireless handsets and telecommunications products throughout North America. For more information, please visit www.samsungwireless.com.

About Samsung Electronics

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2007 consolidated sales of US\$103.4 billion. Employing approximately 150,000 people in 134 offices in 62 countries, the company consists of five main business units: Digital Media Business, LCD Business, Semiconductor Business, Telecommunication Business and Digital Appliance Business. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com.

About Atlantis, Paradise Island resort, The Bahamas

Atlantis, Paradise Island is the flagship resort of Kerzner International, a leading international developer and operator of destination resorts, casinos and luxury hotels. This unique, ocean-themed destination is located on Paradise Island, The Bahamas, and features a variety of accommodations, all built around a 97-acre waterscape comprised of over 20 million gallons of fresh and saltwater lagoons, pools and habitats. Home to the largest open-air marine habitat in the world, there are over 50,000 marine animals in lagoons and displays, including The Dig, a maze of underwater corridors and passageways providing a journey through ancient Atlantis. Atlantis is home to Aquaventure, a non-stop water experience consisting of thrilling new water slides, a mile-long river ride with high intensity rapids and wave surges, and never-before-seen special effects. Dolphin Cay, the resort's interaction and education center, was created with the goal of enlightening visitors about the wonders of these remarkable ocean inhabitants. The Cove Atlantis, a 600-room resort, features oversized rooms with a step down living space, spectacular designs by acclaimed interior architects Jeffrey Beers and David Rockwell, unprecedented services and amenities, private all-adult and family pools, lavish cabanas and breathtaking views of the ocean. Atlantis is also known as THE culinary destination in The Caribbean with a collection of restaurants from world-renowned chefs including Nobu Matsuhisa, Jean-Georges Vongerichten and Bobby Flay. The resort boasts an impressive collection of luxury boutiques and shops, and the largest conference center and meeting and convention facilities in The Caribbean.

For further information about Atlantis, Paradise Island; telephone 954-809-2000, or visit Atlantis.com. For reservations, call your travel agent or 800-ATLANTIS.

Both low and high resolution color photography of Atlantis, Paradise Island is available at news.atlantis.com. If you are new user to this site, please complete the online registration to be granted access to the online newsroom.