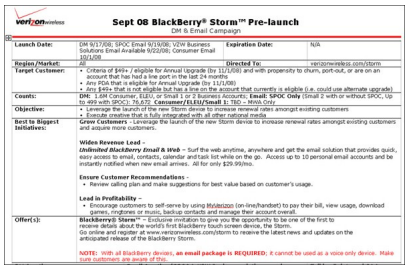
Now that Verizon has come clean about the BlackBerry Storm, it appears more information is leaking out of big red, the latest in the forum of a BlackBerry Storm pre-launch datasheet. Nothing exciting to see here, but a reference to November 1st, the date which was rumored to be the launch date.



verizon wireless

Sept 08 BlackBerry® Storm™ Pre-launch
DM & Email Campaign

Launch Date:	DM 9/17/08; SPOC Email 9/19/08; VZW Business Solutions Email Available 9/22/08; Consumer Email 10/1/08	**Expiration Date:**	N/A
Region/Market:	All	**Directed To:**	verizonwireless.com/storm
Target Customer:	• Criteria of $49+ / eligible for Annual Upgrade (by 11/1/08) and with propensity to churn, port-out, or are on an account that has had a line port in the last 24 months • Any PDA that is eligible for Annual Upgrade (by 11/1/08) • Any $49+ that is not eligible but has a line on the account that currently is eligible (i.e. could use alternate upgrade)		
Counts:	**DM:** 1.6M Consumer, ELEU, or Small 1 or 2 Business Accounts; **Email: SPOC Only** (Small 2 with or without SPOC, Up to 499 with SPOC); 76,672; **Consumer/ELEU/Small 1:** TBD – MWA Only		
Objective:	• Leverage the launch of the new Storm device to increase renewal rates amongst existing customers • Execute creative that is fully integrated with all other national media		
Best to Biggest Initiatives:	**Grow Customers** - Leverage the launch of the new Storm device to increase renewal rates amongst existing customers and acquire more customers. **Wides Revenue Lead** – ***Unlimited Blackberry Email & Web*** – Surf the web anytime, anywhere and get the email solution that provides quick, easy access to email, contacts, calendar and task list while on the go. Access up to 10 personal email accounts and be instantly notified when new email arrives. All for only $29.99/mo. **Ensure Customer Recommendations** - • Review calling plan and make suggestions for best value based on customer's usage. **Lead in Profitability** – • Encourage customers to self-serve by using MyVerizon (on-line/handset) to pay their bill, view usage, download games, ringtones or music, backup contacts and manage their account overall.		
Offer(s):	**BlackBerry® Storm™** – Exclusive invitation to give you the opportunity to be one of the first to receive details about the world's first BlackBerry touch screen device, the Storm. Go online and register at www.verizonwireless.com/storm to receive the latest news and updates on the anticipated release of the BlackBerry Storm. **NOTE:** With all Blackberry devices, **an email package is REQUIRED**; it cannot be used as a voice only device. Make sure customers are aware of this.		

via Engadget