



Ultimate Employee Discount Program

Discounts on FiOS and HSI Services for
Verizon Employees

Anticipated Launch Date: **9/8/2010**

Verizon Ultimate Employee Program



Consumer Strategy

FiOS TV
100% Fiber Optics

Freedom Essentials or Digital Voice + FiOS Internet + FiOS TV Ultimate TV + EPIX

Free!

Ultimate TV
Over 385
90+ HD
+
EPIX

- Wireline TP Best bundle
- Includes EPIX
- TP Best NY DMA – includes all premium content included in mass market TP Best bundle
- Employee will receive discount applied to TV
- Not combinable with lead acquisition offers
- Cannot be combined with CRM offers
- Not compatible with Voice Concession

Verizon High Speed Internet

Verizon Freedom Essentials + High Speed Internet + DIRECTV

\$5 Off DP, \$10 off TP, \$5 off HSI Standalone

DTV is Optional

- Discount applies to:
 - Voice/Data DP
 - Voice/Data/Video TP
 - HSI Standalone (Line Share)
- Voice and Data required
- Voice concession can be combined with \$5 off HSI Standalone (Line Share)
- Discount applied to Data
- Combinable with lead acquisition offers

Business Rules:

- New and existing customers qualify
- Voice and Data Required
- Discount available to all active employees of Verizon Wireline and Verizon Wireless. Discount will not be available to contractors or retirees
- VzW Bundles not allowed
- No expiration date
- Employee pays applicable taxes, PEG and Franchise fees on TV service

Target launch:

- **IT Drop 8/22/2010**
- **GTM Launch 9/8/2010**

Channel: Online only

Offer Duration:

- Discount will apply as long as the employee has the eligible products on their account and remains a Verizon employee

FiOS Bundles and required Discounts Summary



Consumer Strategy

Approved Price and Discounts:

Nationwide

•Best TP	\$139.99
•Free* TV Price	\$79.99
•Resulting discount:	\$60.00

NYDMA

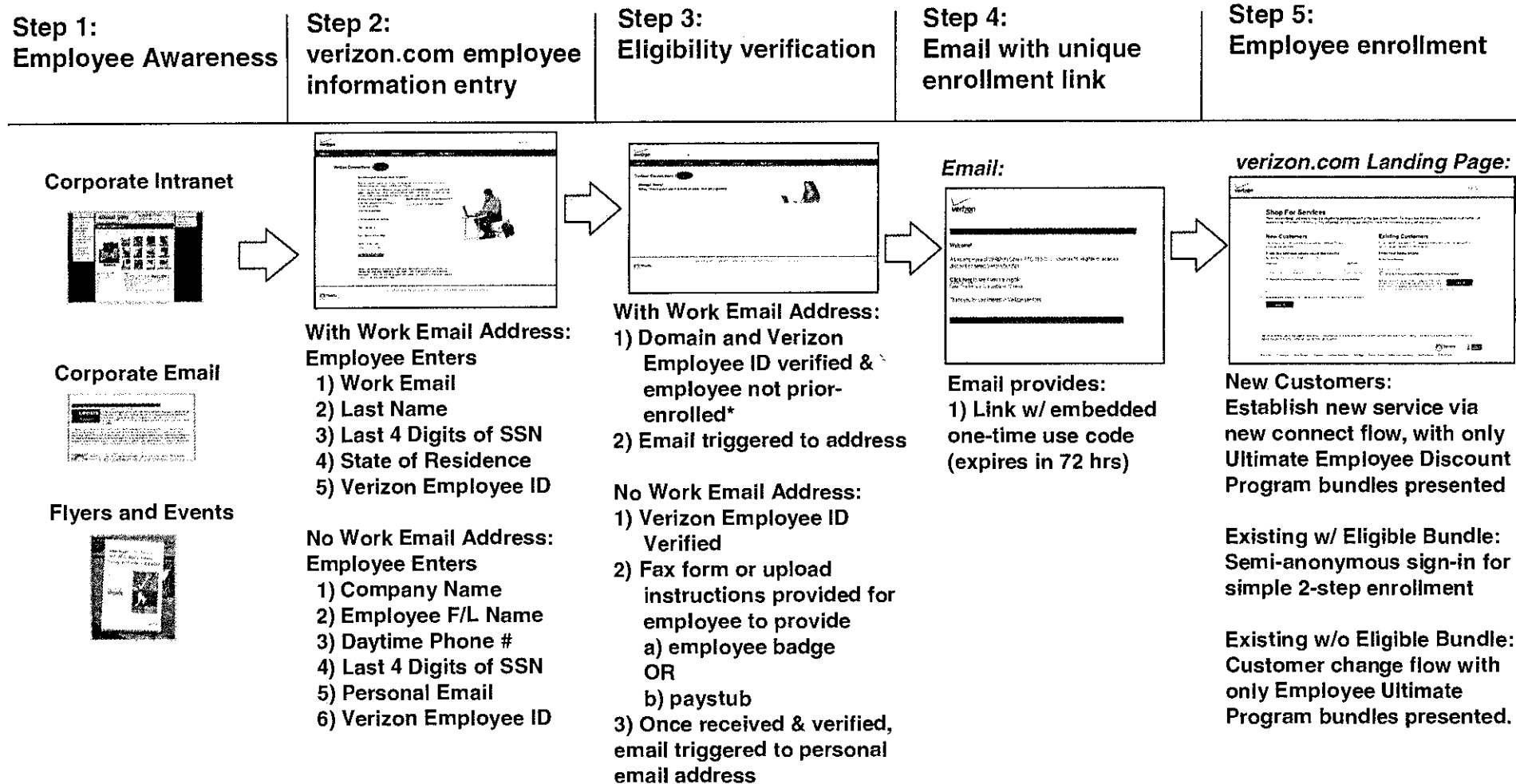
•Best TP	\$149.99
•Free* TV Price	\$79.99
•Required discount:	\$70.00

Cust Experience: Online Validation Process



Consumer Strategy

Entire Process Based on Affinity Platform:



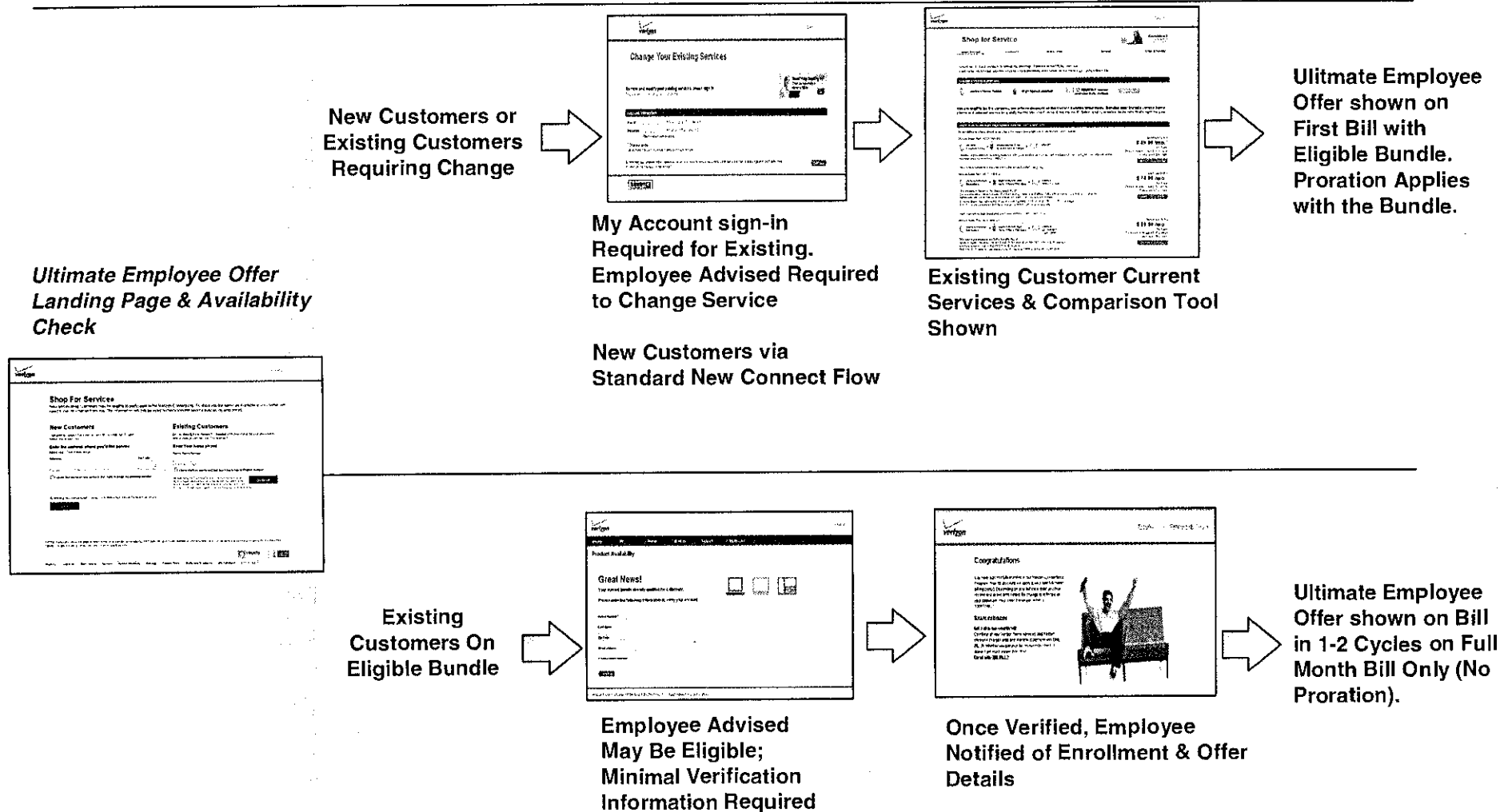
* Fraud/duplication verification based on Verizon Employee ID. Max of 1 enrollment per customer, 1 program/discount per account

Cust Experience: Online Fulfillment Process



Consumer Strategy

Once validated, Employee will follow these steps from the enrollment site to place eligible order or to claim Employee Ultimate Offer pricing/discount

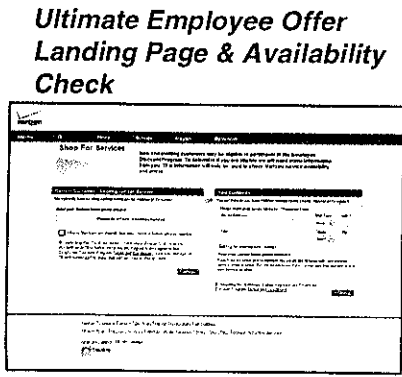


Cust Experience: Offline Fulfillment Process

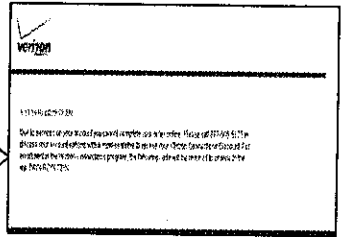


Consumer Strategy

For Customers with ineligible order conditions for verizon.com (expected to be ~10% of volumes), they are directed to call and provided a unique 16-digit code confirming Employee Discount eligibility



Existing Customer w/ Ineligible Order Condition*



Ultimate Employee Offer shown on First Bill with Eligible Bundle.

Error Page Advising Customer to Call Designated 800#. Customer-Unique 12-Digit Alpha-Numeric Reference Code Provided

FL Offline Group (NSOCC/ SRC) Supports Calls & Advises Customer of Bundle Options/Changes Required.

Places Order in COFEE/SSP GUI and Adds 12-Digit Code for Employee Discount Addition

* Online Disqualifiers Include: Lifeline, HSI Dry Loop, Suspended or Toll-Denied Accts, Party Lines, Pending Orders, FDV Acct Changes, etc.

7- Verizon Ultimate Employee Program



Active Verizon Employees in States Where our Consumer Offers are Available

	Sept.	Oct.	Nov	Dec.	2011	
Email to all active VZ employees* from Fran Shammo	8-Sept.					
Discount promoted in feature box for all business unit websites	8-Sept.					
Discount posted to About You - Discounts (HR)	8-Sept.					
Discount promoted on Garage Tickers 2X/week	Begin 8-Sept.					
VPOPS / Vibe Start-up Screen	Begin 8-Sept.					
VZ Update Story - initial; then reminder stories as needed	10-Sept.					
Supervisor Headlines	23-Sept.					
"60 Seconds On..." Ultimate Employee Discount		10-Oct.				
Basking Ridge Discount Kick Off Event Communications			TBD			
Basking Ridge Discount Kick Off Event			TBD			
Promotional Events in other select major employee locations	To be scheduled					