

# Why Verizon Holiday Edition



## Holiday Bonus Data Promo

Get 2 extra GB's of data every month when you activate or upgrade a phone on our XL or XXL sizes.

<b>Date</b>	12/3-TBD
<b>Data Requirement</b>	XL and XXL or higher plan with an upgrade or new line. Note – a price plan change alone will not trigger the promo
<b>Device Eligibility</b>	3G/4G Smartphone, Basic phones (only)
<b>Customer Types</b>	PE (up to 10 lines, including ELEU) BE (Up to 10 lines, including CLEU) Employees [Same as VZ Plan]
<b>New Customer and AAL</b>	DP, 2-year, full retail, Verizon CPE, and VZW approved BYOD •Port Ins, AAL, New Accounts
<b>Upgrades</b>	DP, 2-year, or full retail (must be new device purchase)
<b>Combinability</b>	Stackable, sharable with existing promos (go90 , Thanksgiving)
<b>For Life</b>	Customer must remain on XL or XXL or higher plan and line must remain active on phone or the SPO will fall off the account.



## Go90 Promo

Customers who download, install and register with go90 are eligible to receive 2 GB of stackable data per month for 3 consecutive months at the account level.

<b>Date</b>	10/1-TBD
<b>Data Requirement</b>	Available to all customers in good standing on The MORE Everything Plan or The Verizon Plan.
<b>Device Eligibility</b>	Smartphones,
<b>Customer Types</b>	PE (up to 10 lines, including ELEU) BE (Up to 10 lines, including CLEU) Employees Salesmakers
<b>Combinability</b>	Stackable, sharable with existing promos (Holiday Bonus Data,, Thanksgiving)
<b>Notes</b>	The promotion is automatically added to the account and requires no action from VZW Representatives.  Customer receives a text message and bill notification that the promotion was successfully added.
<b>Restriction/Exception</b>	Promotion is at the account level only. One promotion per account, regardless of the number of lines on the account.

## Verizon Messages

**Verizon Messages (also known as Message+) is an easy-to-use, free, downloadable app available on Android and iOS smartphones and tablets.**

### **Updates to Verizon Messages:**

Send gift cards to 30+ merchants, including a Verizon data gift card on Android devices beginning **11/24/15**, and on iOS devices beginning **12/10/15**.

**Verizon Messages also provides the customer with the ability to:**

- Send and receive messages through Wi-Fi.
- Make and receive calls from a connected tablet wherever they want on any network, cellular or Wi-Fi using their smartphone MDN. Advanced Calling required (available 10/15/15).
- Up to 90 days of messages are synchronized across all devices on the account, including message status and deleted messages, providing the customer with a seamless messaging experience.
- Verizon Messages is preloaded on Android smartphones and tablets. The customer can also download Verizon Messages from the Google Play Store, Apple App Store and Amazon Kindle.
- The Verizon Messages desktop client can also be downloaded from a computer running Windows 7 and from a MAC OS 10.8 from the product page.



## Verizon Data Gifting

**Data gifting allows a Verizon Wireless customer to send 1 GB of data as a gift to another VZW customer through Verizon Messages or vzw.com.**

Customers can send 1 GB of data for \$10.

With data gifting, customers can stream more content on mobile devices, such as movies from Netflix or music from Spotify.

Below is a timeline of data gifting availability:

Platform	Launch Date
Verizonwireless.com	11/24/15
Verizon Messages on Android Devices	11/24/15
Verizon Messages on iOS Devices	12/10/15

<b>Who can send data as a gift?</b>	<ul style="list-style-type: none"><li>• Customer is a VZW customer.</li><li>• MDN has been in service for at least 60 days.</li><li>• Customer is registered with My Verizon with an email address.</li><li>• Account is eligible for carrier billing.</li></ul> <p>Note: If a customer is not eligible to send a data gift, the customer is notified when he tries to send one.</p>
<b>Who can receive a data gift?</b>	<p>Verizon Wireless customers with an active account on a shared monthly data plan, such as The Verizon Plan or The MORE Everything Plan, can receive a data gift.</p> <p>Note: Data gifts are non-transferable and cannot be prorated.</p>

## Carrier Billing

Customers can use Carrier Billing to purchase up to **\$100 in digital goods (per month, per mobile number)** and have the charges applied to their Verizon Wireless bill.

Digital goods include:

- Apps
- Games
- Music
- eBooks
- Movies
- Subscriptions
- Gifting

**Carrier Billing is leveraged by multiple apps and app stores to offer a convenient and secure method for purchasing digital goods without having to provide credit card information.**

These portals include:

- BlackBerry World
- Google Play
- Windows Phone Store
- VZ Message (Gifting)

## Carrier Billing Holiday Movie Promo

Verizon introduces the first exclusive Carrier Billing promotion with Google.

**Verizon customers with Android devices receive 75% off any 1 movie rental per MDN in the Google Play Movies catalog when purchasing with Verizon Carrier Billing.**

- Customers who activate an Android device on the Verizon network between **12/3/15** and **1/31/16** receive an email from Google Play with a link to redeem the offer. Offer must be redeemed on a mobile device through the Google Play Store app.
- All customers can use the promotion code **VZMOVIE** to redeem the offer. The offer can be redeemed through the Redeem menu of the Google Play Store app on Android devices. Offers cannot be redeemed on web.
- Verizon Carrier Billing must be used to complete the purchase or a user will not be able to use their discount. If a user does not select Verizon Carrier Billing as their form of payment they will not be able to complete their checkout process.
- 1 redemption per MDN/Google account.

**hum** by Verizon is a subscription-based service that operates through an onboard diagnostics (OBD) reader, which can easily be self-installed in the car's diagnostic port, a Bluetooth-enabled speaker attached to the visor, and a free smartphone app (available with Android and IOS).

**Monthly Charges:** total monthly charge is **\$15.00** billed to VZW account via multiple SFOs. The following SFOs are required for activation:

- \$5.00 Connected Device
- \$10.00 hum by Verizon

**Promo:** **11/25-12/24** Get first month free when you sign up (2yr. Agreement required)

**Compatibility:** Compatible with nearly any car made since 1996. [www.hum.com](http://www.hum.com) for specific vehicle eligibility.



<b>GPS-directed Pinpoint Roadside Assistance</b>	Dispatches are made to the location of a disabled vehicle for assistance with breakdowns, flat tires, overheating, a dead battery or anything that might require towing or immediate repair.	
	Features	Description
	Battery Boost	Jump start vehicle to get started.
	Tire Service	Flat tire removed and replaced with functioning spare tire.
	Fuel Delivery	Up to 3 free gallons of fuel or diesel delivered when vehicle runs out of gas.
	Lockout Service	Help to get back in your vehicle if locked out or the key is lost or stolen (up to \$50).
	Extricating/Winching	Get a stuck vehicle out of a tough spot provided it may be safely reached from a normally traveled thoroughfare (up to \$100).
	Towing	Vehicle towing up to 10 miles in either direction free of charge, subject to terms and conditions.
Dial Assistance	Customers can: Dial 800-711-5800 Press the roadside assistance button from the visor Select roadside assistance in hum by Verizon mobile app	
<b>Automatic Urgent Incident Alert System</b>	If the hum System detects a vehicle incident, will automatically connect to a trained, live specialist who may summon emergency assistance.	
<b>Emergency Assistance</b>	With a push of a button, immediately connects the driver to a live agent for emergency aid.	
<b>Auto Health System and Predictive Diagnostics</b>	Translates most "Check Engine" light occurrences into real terms, including the description and severity of the matter, the probable solutions for the problem and the appropriate cost for the repairs.	
<b>Mechanics Hotline</b>	Staffed with Automotive Service Excellence (A.S.E.)-certified mechanics providing members access to immediate and unbiased information related to their vehicles and a professional analysis of trouble they may be experiencing.	
<b>Parking and Meter Tools</b>	Helps drivers find where they left their vehicle using the hum by Verizon smartphone app while also keeping track of how much time is left on the meter.	
<b>Maintenance Reminders</b>	Informs vehicle owners when scheduled maintenance is required for their vehicle. No more guesswork as to when to rotate the tires or change the oil.	
<b>Stolen Vehicle Location Assistance</b>	Helps authorities recover the stolen vehicle.	
<b>Travel and Service Discounts</b>	hum members receive discounts on hotels, vehicle rentals, auto maintenance, repairs and related travel expenses.	

## Customer Loyalty

*New Smart Rewards Program*  
*Earn Points easily*  
*Big Savings on merchandise*  
*Complimentary Wireless Workshops*

## Verizon Apps

*Exclusive Apps*  
*NFL Mobile, INDYCAR 15*  
*Verizon Cloud, Visual Voicemail*  
*Slacker Radio Tones*

## Network

*The Best Coverage*  
*The Most Reliable in More Places*  
*than Any Other 4GLTE network*

## Best Line-Up

*Exclusive DROID Line Up*  
*Amazing tablets*  
*Latest Accessories*

## Verizon Advantage for Everyone

While the competition touts cut rates on their cut rate networks, Verizon delivers real value. Remember, it's not just what you pay...it's what you pay for.

- Customers rely on Verizon for coverage, performance and reliability.
- Verizon offers the latest devices.
- Verizon's 4G LTE network covers over 98% of Americans.
- 4G LTE gives customers the power to do it all - surf the web, upload and download files, watch videos, download apps and connect with their social media networks in over 500 markets throughout the U.S.

## 4G LTE Advantage

- The Verizon 4G LTE network is the largest in the United States, delivering service at speeds up to 10 times faster than 3G.
- Stream videos, movies and more anytime on a smartphone or tablet, with no delay. Do it all at blazingly fast 4G LTE speed.
- Video chat is stutter-free when the speed of 4G LTE is combined with video chat technology.
- In the office or on the go, 4G LTE gives customers the tools to run their business. Real-time responsiveness allows seamless video conferences and the ability to upload critical files quickly.
- Connect multiple Wi-Fi enabled devices on the go with the blazingly fast speed of Verizon 4G LTE.
- XLTE provides 2X the 4G LTE bandwidth in over 400 cities across the country. The additional capacity strengthens the Verizon 4G LTE network, which increases the ability for Verizon customers to stream, share, and do more.

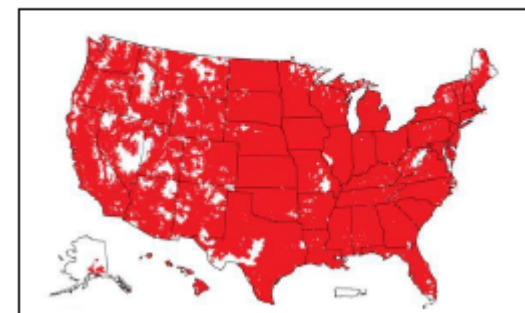


# The Verizon Customer Experience

Keep these key points in mind as you position Verizon as the best choice

The Facts	What does it mean to Customers?
<p><b>Outstanding Network:</b></p> <ul style="list-style-type: none"> <li>■ Only Verizon's 4G network is 100% 4G LTE – other networks use a blend of wireless technologies</li> <li>■ With XLTE Verizon has doubled its 4G LTE bandwidth in cities coast to coast which results in faster peak speeds and greater capacity</li> <li>■ Verizon 4G LTE covers over 98% of the U.S. population, more than any other carrier</li> <li>■ See the difference with coverage maps at <a href="http://www.vzw.com/4g">www.vzw.com/4g</a> &gt; Compare Networks</li> </ul>	<ul style="list-style-type: none"> <li>■ Ability to have confidence in the network ranked 1st for Overall Network Performance</li> <li>■ Enjoy getting more done faster and in more places on America's largest 4G LTE network</li> <li>■ With XLTE get an enhanced 4G LTE experience, which increases the ability for everyone to stream, share, and do more</li> <li>■ Receive connections from a network they can trust with 4G LTE Bandwidth in cities from coast to coast</li> <li>■ Ability to download movies in minutes. Photos in seconds. Enjoy apps, games, news with smoother streaming and less buffering</li> </ul>
<p><b>Customer Experience:</b></p> <ul style="list-style-type: none"> <li>■ America's Largest and Most Reliable 4G LTE Network</li> <li>■ Reputation for service and reliability</li> <li>■ A team that is crisis-ready, crisis-proven</li> <li>■ Control with My Verizon</li> </ul>	<ul style="list-style-type: none"> <li>■ Exceptional customer service and ready to help in a crisis</li> <li>■ Knowledgeable, professional representatives who personalize customers' options and resolve their issues the first time</li> <li>■ Device support available online 24 hours a day</li> <li>■ Customers who purchase total mobile protection (TMP) through Asurion also get Tech Coach</li> <li>■ Ability to manage their wireless account online or from their device 24/7</li> </ul>
<p><b>Outstanding Value:</b></p> <ul style="list-style-type: none"> <li>■ One Plan. Four Sizes. <ul style="list-style-type: none"> <li>■ Unlimited talk, text and sharable data for up to 10 devices</li> <li>■ Mobile Hotspot on capable devices</li> <li>■ Unlimited International messaging</li> <li>■ 5 GB of Cloud Storage</li> </ul> </li> <li>■ Great variety of devices for all types of wireless users</li> <li>■ Verizon tracks data usage for customers and sends threshold alerts</li> </ul>	<ul style="list-style-type: none"> <li>■ Receive the flexibility to select the plan that best fits their needs</li> <li>■ Able to share data with other people on their account</li> <li>■ Ability to select from a variety of devices: <ul style="list-style-type: none"> <li style="width: 50%;">• Basic phones</li> <li style="width: 50%;">• Jetpacks</li> <li style="width: 50%;">• 4G LTE smartphones</li> <li style="width: 50%;">• Tablets</li> <li style="width: 50%;">• Connected Devices</li> <li style="width: 50%;">• Home Solutions</li> </ul> </li> </ul>

## Verizon 4G LTE Coverage



## AT&T 4G LTE Coverage



## Sprint 4G LTE Coverage



## T-Mobile 4G LTE Coverage



		BIC	Trade In		
Indirect Promo Grid		<b>\$100 BIC with a new activation or upgrade on the device payment program when purchasing Samsung GS5, GS6, GS Edge GS6 Edge +, Note 4, Note 5, HTC m9, Google Nexus 6, Sony Z3V, LG V10, LG G4, Droid Turbo or Droid Turbo 2.</b>  11/30-12/27	<b>Trade-In Any Smartphone Promo \$300</b>  10/16-12/27	<b>DROID Turbo Smartphone Trade-in \$200</b>  9/1/15-12/27/15	<b>DROID Turbo 2 and Maxx 2 Trade-in Promotions</b>  10/29-12/27
Offer	Description	Get a \$100 BIC with a <i>new activation or upgrade</i> on the device payment program when purchasing Samsung GS5, GS6, GS Edge GS6 Edge +, Note 4, Note 5, HTC m9, Google Nexus 6, Sony Z3V, LG V10, LG G4, Droid Turbo or Droid Turbo 2.	Purchase a new 4G LTE Smartphone on Device Payment and trade-in ANY Smartphone in good working condition and receive up to \$300 VZW gift card or bill credit	Receive a \$200 BIC when trading in an old Smartphone and purchasing a new DROID Turbo by Motorola.	Purchase a new DROID Turbo 2 or Maxx 2 on device payment & trade-in any Smartphone.
	Amount	\$100	\$300	\$200	<ul style="list-style-type: none"> <li>• \$300 trade-in value (New activations, port-ins &amp; add-a-line)</li> <li>• \$200 trade-in value (Upgrades)</li> </ul>
Equipment Terms	2-Year	N/A	N/A	X	N/A
	Device Payment	X	X	X	X
Eligible Customers	New	X	X	X	\$300 (see below for upgrade customer qualification)
	Existing	X	X (this includes add-a-line ONLY)	X	X (this includes add-a-line ONLY)
	Consumer	X	X	X	X
	Business without ECPD ID	X	X	X	X
Eligible Transactions	New Lines	X	X	X	\$300
	Upgrades	X	N/A	X	\$200
	Early Upgrades via Device Payment	X	N/A	N/A	N/A
	Add-A-Lines	X	X	X	\$300
	Port-Ins	X	X	X	\$300
Other Notes		<ul style="list-style-type: none"> <li>• Stackable with Trade-In promotions</li> <li>• Alternate upgrade and Prepaid to Postpay qualify.</li> </ul>	<ul style="list-style-type: none"> <li>• Phone in good working condition</li> <li>• Single-use promo code</li> </ul>	<ul style="list-style-type: none"> <li>• Phone in good working condition</li> <li>• Single-use promo code</li> </ul>	<b>Droid 2 Trade-In Eligibility:</b> <ul style="list-style-type: none"> <li>• Trade-in devices with a cracked screen are eligible for the promotion. Trade-in devices must power on and the customer should be able to identify the IMEI.</li> </ul> <b>Maxx 2 Trade-In Eligibility:</b> <ul style="list-style-type: none"> <li>• The trade-in must be in good working condition based on the Verizon Device trade-In Program requirements</li> </ul>

\*All promos are subject to change. Please see promotions page in InfoManager/InfoCenter for the most current information. Promos can only be combined when all eligibility requirements are met.

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