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MediaFLO USA Brings Expanded Live News Coverage to AT&T and Verizon Wireless Phones With Addition of NBC Universal's CNBC and MSNBC, FOX News Channels

- Award-winning Mobile TV Service Delivers Unrivalled Array of Live Breaking News and In-depth Analysis in Time for Party Conventions -

SAN DIEGO, Aug. 25 /PRNewswire-FirstCall/ -- MediaFLO USA, a wholly owned subsidiary of Qualcomm Incorporated (Nasdaq: QCOM), has expanded its news coverage to include three new standalone full-time 24/7 news channels to its award-winning mobile TV service: CNBC and MSNBC from NBC Universal, and FOX News. The new channels significantly increase the amount of live breaking news and in-depth current affairs programming available to AT&T and Verizon Wireless subscribers and will launch in time for the political party convention season. MediaFLO USA's mobile TV service is available to AT&T subscribers as AT&T Mobile TV and to Verizon Wireless customers as V CAST Mobile TV.

"The FLO TV service allows consumers to stay connected to breaking news as it happens," said Jonathan Barzilay, senior vice president, programming and advertising, MediaFLO USA. "With the addition of CNBC, MSNBC and FOX News, our subscribers will enjoy instant access to national news and up-to-the-minute financial information."

All three channels will offer simulcast programming -- airing content at the same time as it appears on cable -- and will give consumers on-the-go access to many of the most popular news shows on cable TV, including "Squawk Box," "Mad Money with Jim Cramer" and "Power Lunch" on CNBC; "Countdown with Keith Olbermann," "Hardball with Chris Matthews" and "Morning Joe" on MSNBC; and "FOX & Friends," "The O'Reilly Factor with Bill O'Reilly" and "Hannity & Colmes" on FOX News.

In addition to the new channels, MediaFLO USA's mobile TV service provides consumers with news programming from CBS News on CBS Mobile; NBC News on NBC 2GO, featuring "The Today Show," "NBC Nightly News with Brian Williams" and "Meet The Press"; and AT&T Mobile TV customers have access to a full-time CNN Mobile channel.

All programming on the FLO TV(TM) service is subject to change.

AT&T Mobile TV and V CAST Mobile TV feature an impressive lineup of primetime news, entertainment and children's content from leading entertainment brands. Recent programming highlights include "CSI" (CBS Mobile); "The Hills" and "Real World: Hollywood Season 20" (MTV); "Bones" (FOX Mobile); NBC's "30 Rock" and more.

All programs are available to AT&T and Verizon Wireless subscribers in 58 major metropolitan areas nationwide, including Atlanta, Chicago, Dallas, Las Vegas, Los Angeles, New York, San Diego, Seattle and Washington, D.C., among others. Consumers can learn more about the service by visiting <http://www.flotv.com>, <http://www.mediaflousa.com>, <http://www.att.com/mobiletv> or <http://www.verizonwireless.com/mobiletv>, or by stopping by local AT&T stores or Verizon Wireless Communications Stores.

About MediaFLO USA Inc.

MediaFLO USA Inc. unleashes the power of TV for mobile consumers, combining the best content, an intuitive user interface and a superior multicast network to deliver a true TV experience. The award-winning FLO TV service from MediaFLO USA offers full-length simulcast and time-shifted programming from the world's best entertainment brands, including CBS, CBS College Sports, CBS News, Comedy Central, ESPN, FOX, FOX News, FOX Sports, MTV, NBC 2Go, NBC, NBC Sports, NBC News, CNBC, MSNBC, NickToons and Nickelodeon. Based in San Diego, Calif., MediaFLO USA is a wholly owned subsidiary of Qualcomm Incorporated. Further information is available at both <http://www.mediaflousa.com> and <http://www.flotv.com>.

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