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Live Coverage of 2008 College Football Season on AT&T and Verizon Wireless Phones Makes MediaFLO USA's Mobile TV Service the 'Perfect Teammate'

- Supported by Fan-based Interactive Campaign, Award-winning Mobile TV Service Will Air Games from CBS Sports, ESPN, FOX Sports and NBC Sports -

SAN DIEGO, Sept. 4 /PRNewswire-FirstCall/ -- MediaFLO USA, a wholly owned subsidiary of Qualcomm Incorporated (Nasdaq: QCOM), will carry an unprecedented lineup of live, full-length college football games on its award-winning mobile TV service throughout the 2008 season. With an extensive schedule of college football games on CBS Mobile, ESPN Mobile TV, FOX Sports and NBC 2Go, the service is the perfect teammate for fans who want to enjoy live football in stunning clarity on their mobile phones. 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.

AT&T and Verizon Wireless subscribers have access to more than 200 hours of live programming, including all six Notre Dame home games on NBC 2Go, and full-length Atlantic Coast Conference, Big 12 Conference, Big East Conference, Big Ten Conference, Conference USA, Mid-American Conference, Pacific-10 Conference, Southeastern Conference, Sun Belt Conference and Western Athletic Conference match-ups. Additionally, MediaFLO USA's mobile TV service will air a comprehensive schedule of more than 20 bowl games following the regular season.

Starting in early September, MediaFLO USA will stoke the passions and rivalries of college football fans with an innovative online and mobile "Perfect Teammate" marketing campaign -- including an online application that allows rival fans to taunt each other before big games, a sweepstakes, a widget and details of MediaFLO USA's college football programming.

"With the 2008 college football lineup on our mobile TV service, college football fans can follow games live and in perfect clarity on their mobile phones wherever they are," said Jonathan Barzilay, senior vice president, programming and advertising, MediaFLO USA.

ESPN Mobile TV will offer between five to 10 live games per week featuring teams representing every BCS Conference. The action started during Kickoff Week on August 25, which included ESPN Mobile TV's showcase of defending BCS National Champion LSU hosting defending Football Subdivision Champion Appalachian State on August 30.

Highlights of the 2008 college football season on CBS Mobile include:

- Georgia at South Carolina (Sept. 13)
- Florida at Tennessee (Sept. 20)
- Tennessee at Auburn (Sept. 27)
- Tennessee at Georgia (Oct. 11)
- LSU at Florida (Oct. 11)
- Georgia at LSU (Oct. 25)
- Georgia at Florida (Nov. 1)
- Alabama at LSU (Nov. 8)
- Georgia Tech at Georgia (Nov. 29)
- SEC Championship game (Dec. 6)

Highlights of ESPN's September college football coverage include:

- South Carolina at Vanderbilt (Sept. 4)
- Navy at Ball State (Sept. 5)
- West Virginia at East Carolina (Sept. 6)
- Miami at Florida (Sept. 6)

FOX Sports on FOX Mobile will provide an extensive lineup of Big 12 games.

Highlights of the 2008 college football season from NBC Sports on NBC 2Go include:

- San Diego State at Notre Dame (Sept. 6)
- Michigan at Notre Dame (Sept. 13)
- Purdue at Notre Dame (Sept. 27)
- Stanford at Notre Dame (Oct. 4)
- Pittsburgh at Notre Dame (Nov. 1)
- Syracuse at Notre Dame (Nov. 22)

All programming is subject to change.

AT&T Mobile TV and V CAST Mobile TV from Verizon Wireless feature an impressive lineup of primetime, news, entertainment and children's content from leading entertainment brands such as 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. Recent programming highlights include a dedicated, 24/7 X Games channel delivered in conjunction with ESPN; live U.S. Open golf coverage from ESPN and NBC Sports; "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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