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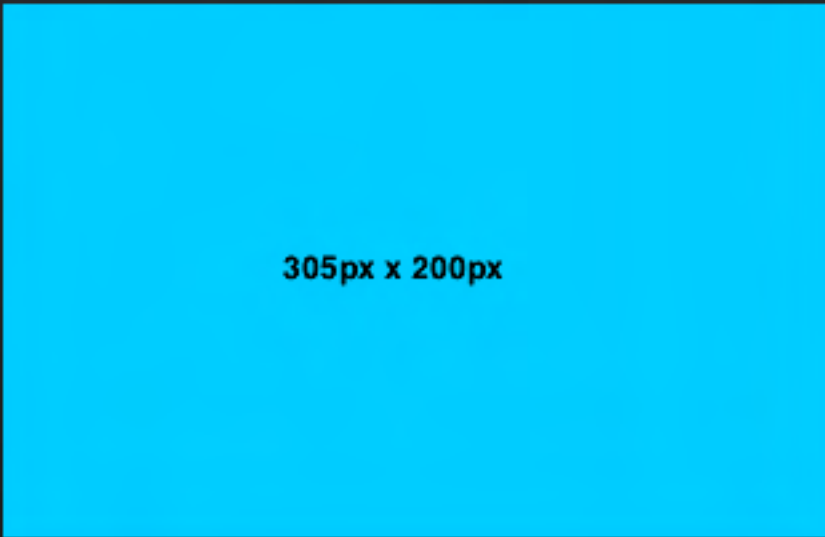
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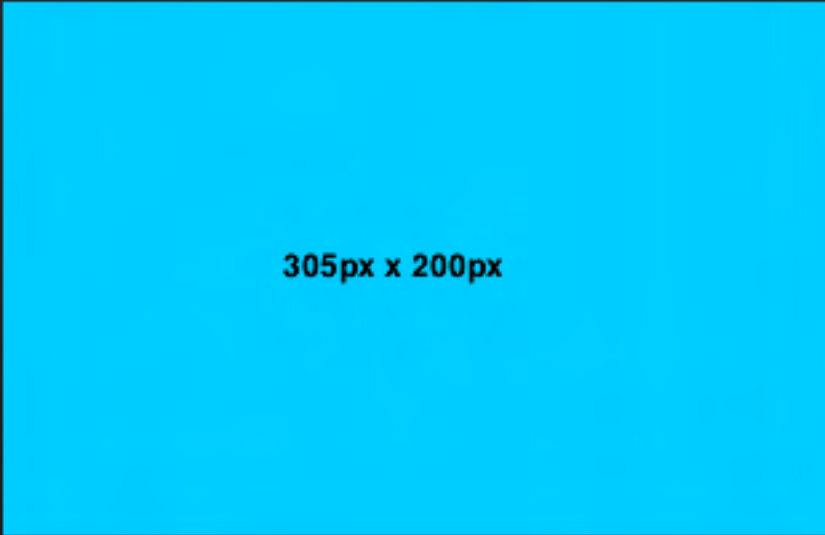
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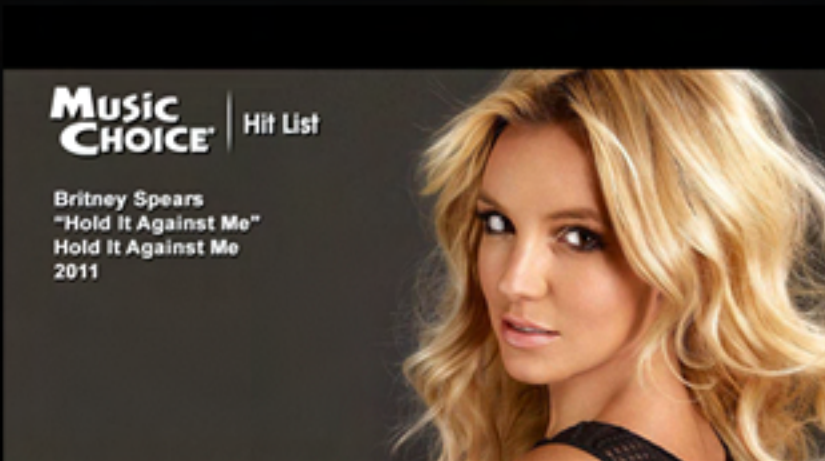
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Britney's record-breaking song "Hold It Against Me" debuts in the number one position in U.S. and 19 other countries

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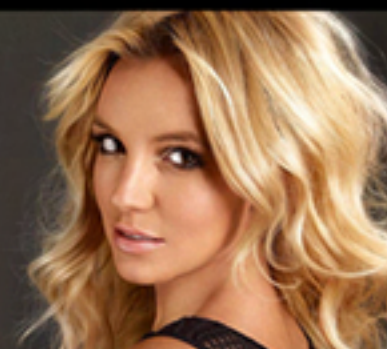
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**Music
CHOICE** | Hit List

Britney Spears
"Hold It Against Me"
Hold It Against Me
2011



Britney's record-breaking song "Hold It Against Me" debuts in the number one position in U.S. and 19 other countries

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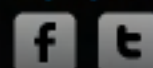
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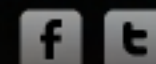
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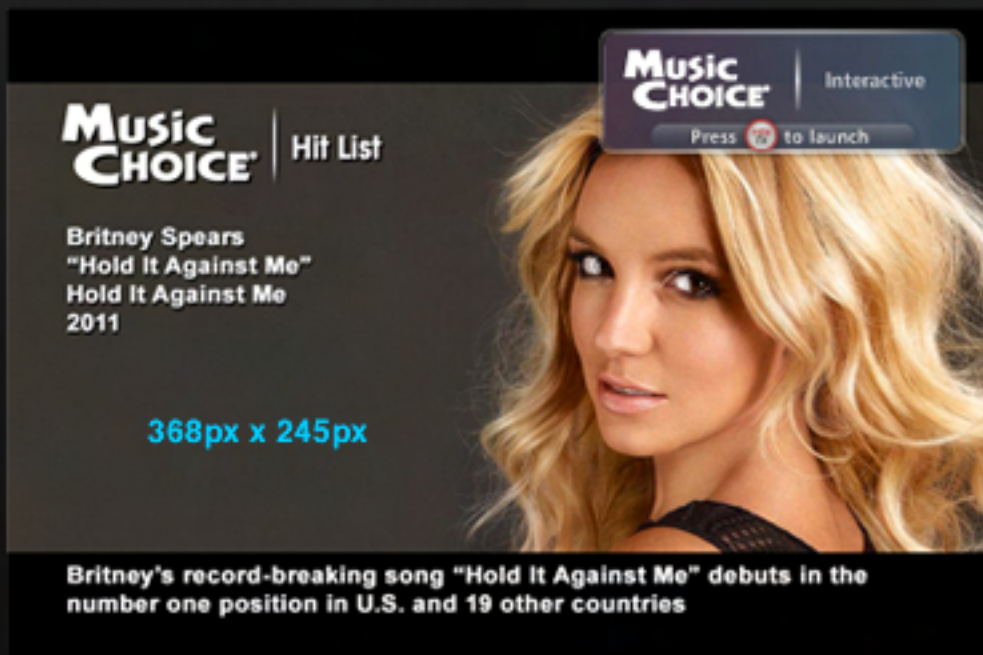
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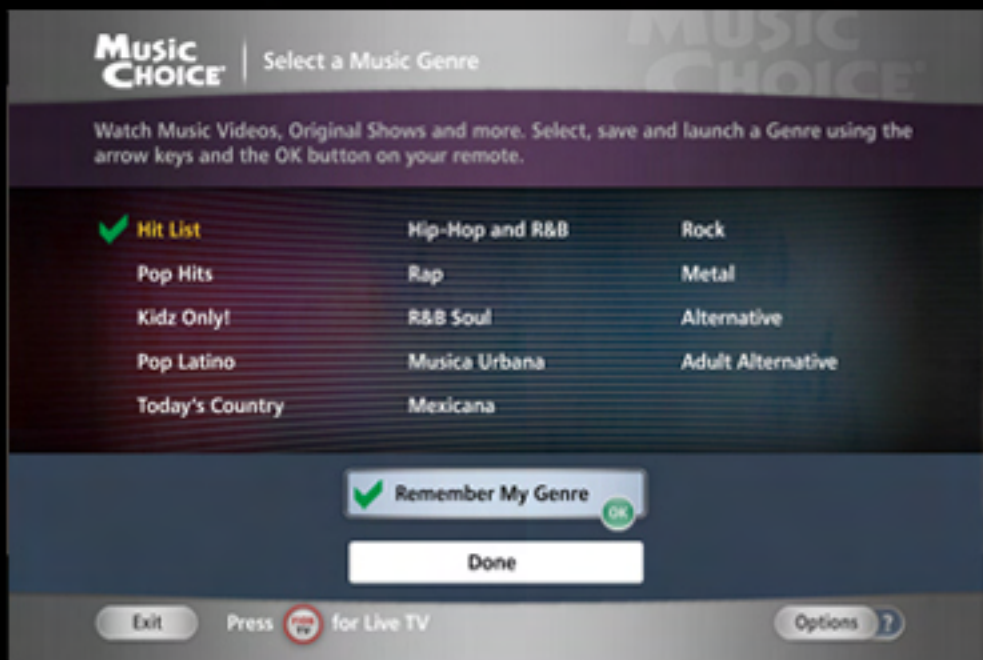
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Here's how to get started. You can access the Music Choice Widget directly from any of the Music Choice channels by pressing the OK button on your remote.

[Back to the Top](#)[B. From the FIOS Storefront Menu](#)

Browsing the FIOS Storefront? You can also access the Music Choice Widget here too.

[Back to the Top](#)[Remember Your Genre](#)

Want to remember your genre? Once you have accessed your Music Choice Widget, simply use the arrow keys on your remote to select the Genre of your choice and press OK. Save your favorite Genre of music by selecting Remember My Genre, and launch your Genre by selecting Done. If you want to change your default Genre, at any time go to Music Choice Genres in the widget.

[Back to the Top](#)[Watch Music Videos or Original Shows](#)

To get started, use the arrow keys on your remote to select Music Videos, Original Shows or Watch It Now and press OK. Then browse and highlight a music video or original show, and Press OK to play the music video or original. Don't forget, at any time you can go back to the last menu by pressing the left arrow key on your remote.

[Back to the Top](#)[Rate Current Song](#)

To begin, use the arrow keys on your remote to select Current Artists, and then select Rate Current Song. To select a rating, use the arrow keys on your remote (1 star low - 5 stars high). You can Rate the Current Song as often as you like. When the song ends, refresh the widget by pressing B to rate the new song playing. To Cancel at any time, go back to the last screen by pressing the back arrow key on your remote.

[Back to the Top](#)[More Music Choice](#)

Want to choose a different genre? Use the arrow keys on your remote to select More Music Choice Genres. Browse and highlight your favorite Genre of music and press OK. Save this Genre as a default by pressing OK. At any time, go back to the last menu by pressing the left arrow key on your remote.

[Back to the Top](#)[Questions or Comments?](#)

We'd like to hear from you. Have a question or comment about the Music Choice Widget? Click here

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June 15, 2011

Music Choice To Bring Music Channels to iPads

June 14, 2011

Music Fans Get Instant Access to Videos with the Music Choice Application on Verizon FiOS

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AT&T U-verse TV Launches Music Choice Application & Interactive Music Network SWRV

December 2, 2010

SWRV SPACE GOES MOBILE! The First Ever Interactive Music Video Network Launches First Mobile Marketing Tour in EIGHT Cities!

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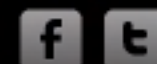
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Verizon FiOS Launches SWRV

First Interactive Music Video Network From Music Choice

FROM: Music Choice/SWRV- Josefa Paganuzzi, 646-459-3357, jpaganuzzi@musicchoice.com
Verizon – Kevin Lavery, 425-917-7042, kevin.lavery@verizon.com

(New York, NY) June 28, 2011 – Verizon FIOS and Music Choice™ announced today that SWRV™—the first 24/7 interactive music video network that puts the viewers in control has launched in all FIOS TV markets. The 24/7 linear channel is available to FIOS TV Extreme HD and Ultimate HD customers nationwide on channel 1799.

From creating and starring in video dedications, to voting for the next video to play, and even taking over their own show, viewers can interact with and control SWRV content through their mobile devices and online at <http://www.swrv.tv>. SWRV features primarily mainstream pop and hit-driven music videos as well as a full schedule of interactive programs. “We’re pleased to have SWRV join our lineup. It’s a great addition to the music channel offerings on FIOS TV and its interactive capability for viewers gives music lovers a chance to participate in what they see and hear,” said vice president – programming and marketing for Verizon FIOS TV Terry Denson.

“There’s no denying that interactivity is a big direction for TV and SWRV is up to the task of leading that charge,” stated Dave Del Beccaro, President and CEO at Music Choice. “It’s clear that today’s generation of music fans are interested in having a say and participating in their programs; we’re excited to be giving them a music video network they can control and be a part of, while also connecting with their friends in their existing social networks.”

SWRV is currently available throughout the US via several providers including Cox Communications and AT&T U-verse. SWRV will continue to roll out to millions of homes nationwide through tiered roll-outs by multiple providers. For more information on SWRV log on to www.swrv.tv or to become part of the SWRV community join us on Twitter: @SWRV_TV or Facebook: www.facebook.com/swrv.tv

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Media Contact:
Josefa Paganuzzi Director, PR
646-459-3357
jpaganuzzi@musicchoice.com

Photo 1



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SWRV is up to the task of leading that charge," stated Dave Del Beccaro, President and CEO at Music Choice. "It's clear that today's generation of music fans are interested in having a say and participating in their programs; we're excited to be giving them a music video network they can control and be a part of, while also connecting with their friends in their existing social networks."

SWRV is currently available throughout the US via several providers including Cox Communications and AT&T U-verse. SWRV will continue to roll out to millions of homes nationwide through tiered roll-outs by multiple providers. For more information on SWRV log on to www.swrv.tv or to become part of the SWRV community join us on Twitter: @SWRV_TV or Facebook: www.facebook.com/swrv.tv

About Music Choice:

Music Choice, the award-winning, multi-platform video and music network, delivers its music programming to millions of consumers nationwide through their televisions, online and mobile devices. Music Choice programs dozens of uninterrupted music channels; produces Music Choice Originals that feature today's hottest established and emerging artists; and offers thousands of music videos. Music Choice is a partnership among subsidiaries of Microsoft Corporation, Motorola, Inc., Sony Corporation of America, EMI Music and several leading U.S. cable providers: Comcast Cable Communications, Cox Communications and Time Warner Cable. MUSIC CHOICE® is a registered trademark of Music Choice. www.musicchoice.com | Twitter: @MusicChoice | Facebook: www.facebook.com/MusicChoice

About Verizon:

Verizon Communications Inc. (NYSE, NASDAQ:VZ), headquartered in New York, is a global leader in delivering broadband and other wireless and wireline communications services to mass market, business, government and wholesale customers. Verizon Wireless operates America's most reliable wireless network, with more than 104 million total connections nationwide. Verizon also provides converged communications, information and entertainment services over America's most advanced fiber-optic network, and delivers seamless business solutions to customers around the world. A Dow 30 company, Verizon employs a diverse workforce of more than 196,000 and last year generated consolidated revenues of \$106.6 billion. For more information, visit www.verizon.com.

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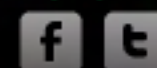
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Q. How do I submit audio tracks to be played on Music Choice?

A. Please **mail** your CD, along with an artist profile to:

Music Choice Programming
Attn: Unsigned Material (include music genre – such as Rock, Rap, Country)
328 W. 34th Street
New York, NY 10001

Q. How do I submit music videos to be played on Music Choice On Demand™?

A. Please **mail** your VIDEO, along with an artist profile to:

Music Choice Video Programming
Attn: Asset Management (include music genre – such as Rock, Rap, Country)
328 W. 34th Street
New York, NY 10001

Submission Requirements for videos:

BETA sp or Digi BETA format
Must be Closed Captioned (CC)
Must include Lyric Sheet
No TV MA material accepted
No chyron embedded

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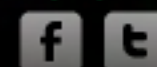
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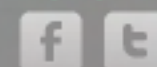
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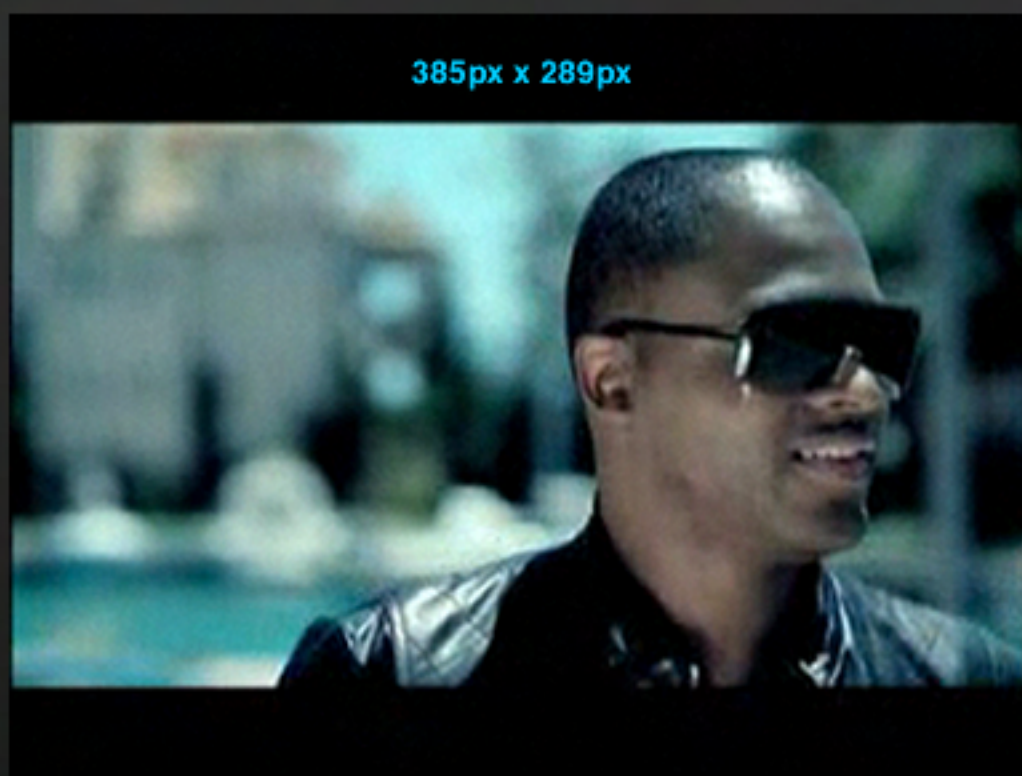
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Verizon FIOS Launches SWRV

June 20, 2011
Nicki Minaj is Queen of Music Choice On Demand

June 15, 2011
Music Choice To Bring Music Channels to iPads

June 14, 2011
Music Fans Get Instant Access to Videos with the Music Choice Application on Verizon FIOS

June 28, 2011
Verizon FIOS Launches SWRV

Connect with highly engaged 12-34 year olds in our clutter-free environment



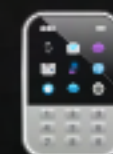
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The first interactive music video network that puts viewers in control of the content



The first interactive music video network that puts viewers in control of the content



Over 45 uninterrupted music channels allow you to target your messaging



Over 45 uninterrupted music channels allow you to target your messaging

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Mark Melvin, VP, National Ad Sales
Tom Soper, Director, Ad Sales
Mike Conry, Director, Ad Sales

LA 310.216.4580
Vince Amalfi, Director, Ad Sales

*Source: Rentrak On Demand Essential, Jan-Dec 2010

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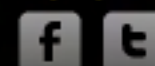
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*Source: Rentrak On Demand Essential, Jan-Dec 2010

Music Choice is the premier destination to connect with 12-34 year olds — on demand, on TV, online, in person, and on mobile phones. We offer a diverse set of advertising solutions that can be customized to meet your objectives.

Why Advertise on Music Choice?

Highly Engaged Viewers

- Consumers opt-in to watch Music Choice programming, which means they're more engaged with the content and more engaged with your advertising, leading to higher levels of recall and increased brand favorability.

ZERO Clutter Ad Environment

- Only one commercial runs in each pre-roll adjacency, ensuring that

Video On Demand

Music Choice is the #1 free Video On Demand network with 1.2 billion orders annually, #1 in P12-34 audience concentration and #2 in P18-34. Music Choice On Demand is available in 45 million households covering 191 total markets across the U.S., including all top 50. Viewers can easily access today's hottest music videos and playlists, get the latest music and entertainment news, and watch exclusive artist interviews in Music Choice Originals.

Speaking Of... host Amanda Diva connects viewers with what's happening in the world of entertainment, sharing new artists, songs and videos, celebrity tweets and fashion trends.

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On Certified! two artists go head to head to determine who dominates their category. Celebrity guests and panelists weigh in, but the fans vote to decide who's Certified!

Today's top artists determine who makes The Cut, choosing their top 5 videos around a particular theme, such as Top Collaborations, Best Break-Up Videos and One Hit Wonders.

Pivot brings fans closer to their favorite artists as they go behind-the-scenes with them, visiting their hometowns, shooting music videos or hitting the recording studio.

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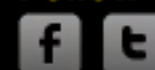
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ZERO Clutter Ad Environment

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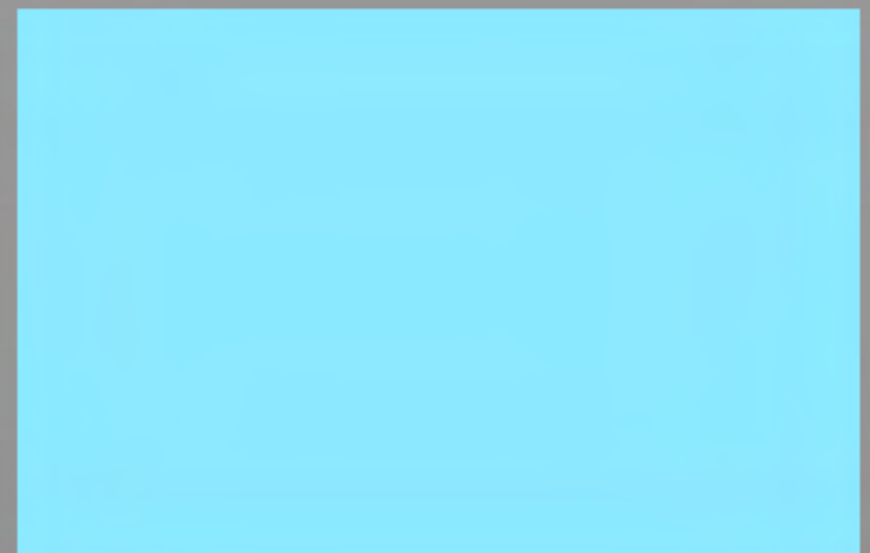
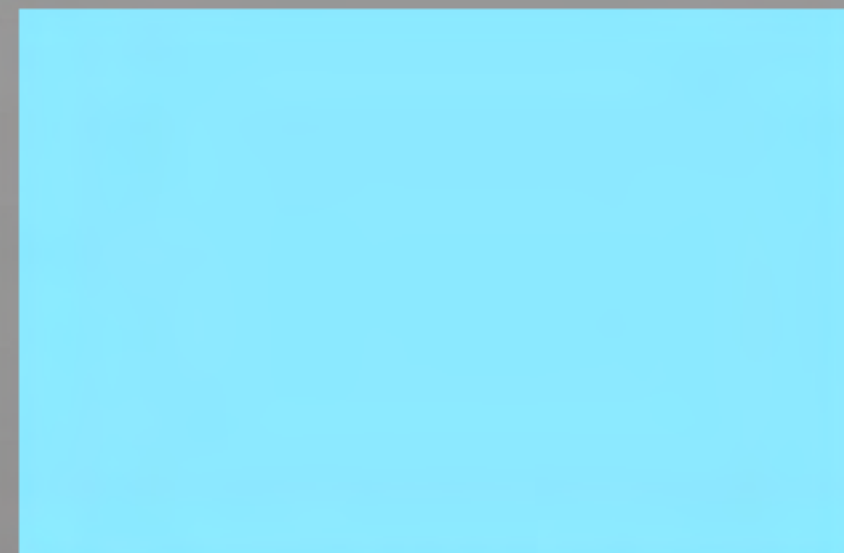
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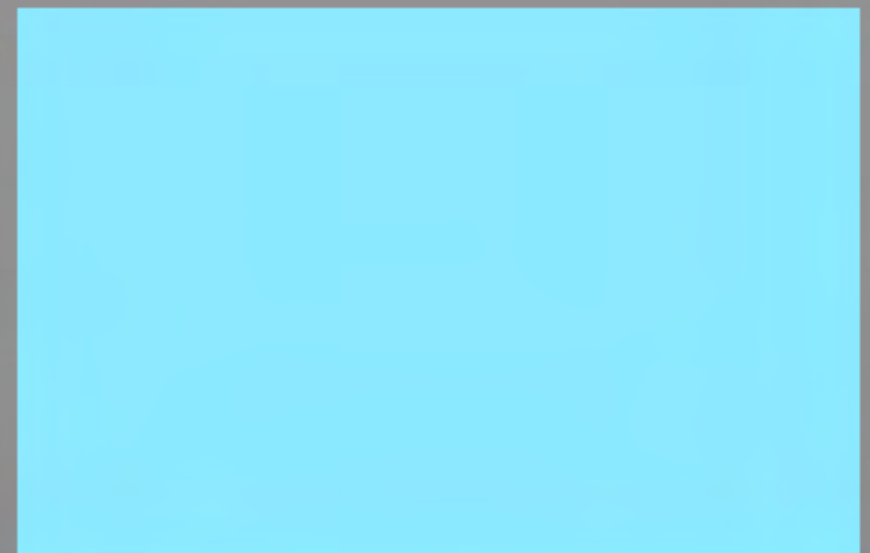
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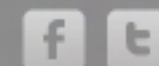
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