

LIVE SWITCHFOOT PERFORMANCE TO KICK OFF CHANNEL ONE'S 'IN CONCERT' SERIES SPONSORED BY VERIZON WIRELESS

- Rome High School's Community Involvement Acknowledged with Free Concert and in Broadcast from School Grounds -

NEW YORK, NY (November 14, 2005) -- Channel One, the preeminent news and public affairs content provider reaching almost eight million students in nearly 12,000 middle schools and high schools, today announced that chart-topping band Switchfoot will kick-off of its 'In Concert,' series for the 2005-2006 school year sponsored by Verizon Wireless. The exciting LIVE performance by Switchfoot on November 15th is the first of two concerts that will take place throughout the school year. Channel One will also acknowledge Rome High School's community spirit and involvement in its daily news and public affairs broadcast to be taped from the school grounds.

"We are excited to partner with Channel One to bring hot new bands like Switchfoot to a broad teen audience and to support the channel's overall mission to inform students about public affairs," said Jim McGean, Georgia/Alabama Region President for Verizon Wireless. "The 'In Concert,' series is a fun way to connect with students through music, a shared and universal passion among teenagers and also a great way to reward a group of students for their outstanding community service."

To be eligible for the Switchfoot concert - the first in the series – high school students nationwide were invited to TEXT the word BAND to 3339 on their Verizon Wireless phone or enter their high school on ChannelOne.com. Rome High School, in Rome Georgia, was ultimately named the winning school.

Channel One News' daily broadcast will be co-anchored by Switchfoot band members and taped from the school grounds. As part of the program, Rome High School's student body will be singled out for their ongoing efforts to make a positive impact on the broader community. The school's notable endeavors include blood drives, tsunami and hurricane relief, and a project to support the soldiers in Iraq. Students attending Rome High School continue to set an example through their achievements, participation and enthusiasm. The program will air across Channel One's national network of member schools on November 16th with footage streamed on ChannelOne.com.

Judy L. Harris, President & CEO of Channel One added, "We strive to connect with teens on many different platforms, and in this case music is the connector. The 'In Concert' series is a unique way to reach students beyond the classroom and by joining Verizon Wireless, Switchfoot and Channel One, we stay committed to delivering content that empowers, gives a voice to and inspires teens to get involved in and beyond the high school campus."

Switchfoot's current album, "Nothing is Sound" debuted at #3 on the Billboard Top 200 album charts and features the hit single, "Stars". The hugely popular San Diego band will also be performing songs from their last album, "The Beautiful Letdown" which sold

over 2.5 million copies and featured the top 5 singles, “Meant to Live” and “Dare You To Move”. Past 'In Concert,' performers have included Jewel, Vanessa Carlton, and Michelle Branch.

Now in its 15th year of broadcasting, Peabody Award-winning Channel One News is the leading source of news and information for young people. The 12-minute news broadcasts are delivered daily. Channel One News and its award-winning Web site, ChannelOne.com, feature stories on breaking news and relevant issues that affect the world, the nation and, specifically, America's teenagers.

About Channel One

Now in its 15th year of broadcasting, Peabody Award-winning Channel One is the preeminent news and public affairs content provider reaching almost eight million teens in nearly 12,000 middle schools and high schools across the country. In recent months, Channel One News has covered fast-breaking world events from regions such as Iraq, Kuwait, Afghanistan, Thailand, Sri Lanka, Jordan, Cuba, Venezuela, North Korea, Myanmar, and Qatar. Channel One News programming has been featured on leading networks and news programs, including CNN, ABC News, the WB, Nightline, and The Today Show. Visit the Webby Award-winning website ChannelOne.com to learn more.

About Verizon Wireless

Verizon Wireless owns and operates the nation’s most reliable wireless voice network, serving 49.3 million voice and data customers. Headquartered in Bedminster, NJ, Verizon Wireless is a joint venture of Verizon Communications (NYSE:VZ) and Vodafone (NYSE and LSE: VOD). Find more information on the Web at www.verizonwireless.com. To receive broadcast-quality video footage of Verizon Wireless operations, log on to the Verizon Wireless Multimedia Library at www.verizonwireless.com/multimedia.

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