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July 23, 2008

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
445 12th Street, SW
Washington, D.C. 20554

*In the matter of Verizon Wireless/ Alltel Corporation Transfer of Control Applications,
WT Docket No. 08-95*

Dear Ms. Dortch:

I am writing on behalf of the League of United Latin American Citizens (LULAC) to respectfully request that your agency approve the pending merger between Verizon Wireless and Alltel.

With more than 600 councils nationwide, LULAC illustrates the growing influence of Hispanics in U.S. markets with a mission to advance the economic condition, educational attainment, political influence, health and civil rights of the Hispanic population of the United States. According to Insight Research, U.S. Hispanic purchasing power is now growing at nearly twice the rate of that of the nation's general population. This trend is fueled both by population growth and increasing levels of employment and income. The Selig Center on Economic Growth says U.S. Hispanic buying power tripled between 1990 and 2007, increasing from \$212 billion annually to \$863 billion per year. In 2012, Hispanics in the U.S. will wield buying power valued at \$1.2 trillion.

And U.S. Hispanics are spending. Some 65 percent of Insight Research's Hispanic respondents have cell phones; Hispanics spend about 80 percent more on cell phone service than the average American household spends on wire line services. The reason is likely family. The large size of many Hispanic families and the attendant network of relatives are a driving force behind high cell use among Hispanics. Another factor is Internet access. Wireless broadband access has become Hispanics' preferred way of connecting to the Internet. There's no truth to the old perception that the Hispanic community is behind the technology curve.

It is this perspective that empowers me to advocate for the Verizon Wireless/Alltel merger. LULAC supports this merger because the networks of the two companies are largely complementary. That means that when the merger is complete, even more consumers will enjoy the innovations Verizon Wireless plans to bring to market in years to come.

Hispanics, particularly tech-savvy young Hispanics, hunger for flexible, mobile and innovative wireless services, especially wireless broadband Internet access. The merger between Verizon Wireless and Alltel will help make such technological advances and innovations by Verizon Wireless available to even more consumers. On behalf of LULAC, I urge the Federal Communications Commission to approve the acquisition of Alltel by Verizon Wireless.

Sincerely,

Brent A. Wilkes
LULAC National Executive Director