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January 26, 2011

Daniel S. Mead
President & CEO
Verizon Wireless
140 West Street
New York, NY 10007

Dear Mr. Mead:

We write to you regarding the recent termination of the Verizon Wireless New Every Two plan. Many consumers may be unaware of this change and could find it confusing. To ensure that consumers understand this new change in their plan, we urge that you quickly and conspicuously notify existing and new consumers of the elimination of the plan and its implications.

The FAQ page on Verizon Wireless' website shows that Verizon's popular New Every Two plan has ended. Under this plan, customers that were renewing their contracts received an additional discount on top of the subsidized price of the phone they purchased. Under the new plan, current customers can only redeem the New Every Two benefit one more time, after which they will no longer be eligible for the discount.

The upgrade plan is a popular one among consumers, and it is important that all customers are made aware of this change, especially since current New Every Two customers have a limited time to benefit from this plan. We hope that you will notify each of your current customers of this change. In light of the tough economic times many consumers are facing, we think it is appropriate that you will provide greater transparency in, and disclosure of, the new terms of the plan.

Sincerely,

A handwritten signature in blue ink, appearing to read "Parul P. Desai".

Parul P. Desai
Policy Counsel
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