



**FOR IMMEDIATE RELEASE**

**Small and Medium-Sized Businesses Now Have Memory-Making Rewards to Choose From Through Verizon's 'Business Link Rewards' Program**

*Verizon's Loyalty Program Adds Unique Experiences From Excitations*

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**December 11, 2007 - NEW YORK** – Verizon's small and medium-sized business customers participating in the Business Link Rewards program can now select once-in-a-lifetime experiences – from racing a stock car, to learning to play polo, to going on a private culinary walking tour – when they redeem their Bonus Credits.

The new option is offered through Excitations, a leading gifting company, which provides a wide variety of unique life experiences as memory-making gifts and rewards. "Providing the best services and the ultimate experiences for our loyal customers is always top of mind," said Michael McLaughlin, director of mass business marketing for Verizon. "Now our Business Link Rewards customers have the option to redeem their bonus credits for activities and experiences that they will always remember."

Business Link Rewards members will have the choice of six unique Excitations Circle Choice packages, valued from \$75 to \$500, each offering a selection of extraordinary experiences. Nancy Lamberton, a founding partner at Excitations, said, "Over 90 percent of our corporate clients focus their programs on our Circle Choice packages. Companies like offering a reward that lets recipients choose their own exciting experience, making it feel more personal."

Excitations experiences will be featured on [www.verizon.com/businesslink](http://www.verizon.com/businesslink) along with the many other rewards that Verizon Bonus Credits can be redeemed for – from fine dining certificates, to sporting event tickets, to merchandise from leading national companies like Lenovo, L.L. Bean and Staples. Verizon's Business Link Rewards program members can even use bonus credits to donate to a charity or for the purchase of Verizon products and services.

Seeking innovative rewards is critical to Kobie Marketing, the loyalty marketing agency that manages Verizon's Business Link Rewards program. "Businesses of all sizes are finding that experiences deliver a heightened level of excitement and buzz," said Nancy Berg, Kobie's vice president of partnerships and business development. "We believe that adding Excitations really enhances the program for Verizon's customers."

"We're finding that many of our business customers redeem bonus credits for gifts they use to reward their employees," said McLaughlin. "No matter who gets the rewards, the Verizon Business Link Rewards program is giving back to our customers."

Verizon offers a variety of products and services that allow businesses to customize the solutions they need to better compete in the marketplace. For more information on Verizon's products and services for small businesses, customers can visit [www.verizon.com/business](http://www.verizon.com/business) or call 888-649-9500. For more information about Verizon Business Link Rewards, call 800-LINK-888 (1-800-546-5888) or visit [www.verizon.com/businesslink](http://www.verizon.com/businesslink).

### **About Excitations**

Excitations is a premier gifting company offering a wide variety of unique life experiences as memory-making gifts and rewards. From photo safaris to hang gliding, from llama treks to glass blowing, Excitations is the exciting, reliable and easy answer to every occasion - each 'Excitation' set to thrill, rejuvenate and enjoy. For kids or adults, for employees or corporate clients, something can be found to suit all budgets and personalities –starting as low as \$50. As featured on NBC's "Today" and CBS's "The Early Show," more information can be found at [www.excitations.com](http://www.excitations.com).

### **About Verizon**

Verizon Communications Inc. (NYSE:VZ), headquartered in New York, is a leader in delivering broadband and other wireline and wireless communication innovations to mass market, business, government and wholesale customers. Verizon Wireless operates America's most reliable wireless network, serving 63.7 million customers nationwide. Verizon's Wireline operations include Verizon Business, which delivers innovative and seamless business solutions to customers around the world, and Verizon Telecom, which brings customers the benefits of converged communications, information and entertainment services over the nation's most advanced fiber-optic network. A Dow 30 company, Verizon has a diverse workforce of nearly 238,000 and last year generated consolidated operating revenues of more than \$88 billion. For more information, visit [www.verizon.com](http://www.verizon.com).

### **About Kobie Marketing, Inc.**

Kobie is an award-winning loyalty marketing agency with nearly two decades of experience in developing coalitions and alliances, implementing innovative customer relationship management and loyalty systems, and growing new market opportunities on behalf of our diverse client base. Kobie has served customers within the Telecommunications, Financial Services, Card and Payments, Retail, and Travel industries, designing and managing B2B, B2C and B2E loyalty strategies. More information about Kobie and their clients can be found by visiting [www.kobie.com](http://www.kobie.com).

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