

Verizon Wireless Call Center -- Groundbreaking

Background:

- JSS will speak at the groundbreaking for the new Verizon Wireless call center / customer service center in North Charleston. The call center is Verizon's third in South Carolina, and will create 1100 jobs. The company is investing \$25 million in this facility.

Logistics:

- JSS is expected to make brief comments (2-3 minutes) on MS's behalf. Order of events is as follows:
 - Ted Creech -- Chairman, Charleston Regional Development Alliance
 - Jerry Fountain (pronounced "Fontaine") -- President, Carolinas/Tennessee Region for Verizon Wireless
 - JSS
 - Keith Summey -- Mayor, City of North Charleston
 - Barrett Lawrimore -- Chairman, Charleston County Council
 - Closing: Ted Creech
- Announcement will be held in the atrium of the Charleston Regional Development Alliance's headquarters. JSS will speak from a podium into a PA.
- **Note: After JSS makes comments, there will be a picture and a state flag inside the podium to be presented to Jerry Fountain of Verizon**

Audience:

- There will be 60-100 people, local elected officials and economic development people from the Charleston area. Media will be present.

Talking Points:

Overall: \$25 million investment; 1100 direct jobs

Thank:

- ✓ • Verizon Wireless building this call center here represents a successful collaborative effort from everyone involved -- this was a competitive project with other states in the running for this center. First off, I'd like to thank Jerry Fountain (pron. "Fontaine") and his team at Verizon for ultimately selecting North Charleston for their new location.
- ✓ • I'd also like to thank Mayor Summey, Chairman Lawrimore and Ted Creech at the CRDA for their teamwork and leadership on this endeavor, as well as thank Hal Stone at Commerce (project manager) and Paul Sparwasser (project manager for CRDA). The fact that we're standing here today is a testament to everyone's commitment to bringing jobs and opportunity to South Carolina.

1 bil. every
10 days
in network

800-
575-HIRE

Bill
Mescher

This announcement represents Verizon's continuing commitment to South Carolina

- This will be Verizon's third call center in South Carolina, with similar centers already in operation in Greenville and Columbia. All told, this will bring Verizon's total employment in the state to more than 3500 people.

- That equates to opportunity – 3500 people having a job to provide for their families and make a life for themselves

1100- opportunity - A life to provide to families -

Verizon is a company with a history of innovation:

High quality -

- Verizon's roots go all the way back to the 19th Century, back to Alexander Graham Bell and the Bell Telephone Company

Good usage / benefit

- Over many years, that company has grown and changed, but one thing has remained constant – a commitment to innovation. Verizon's company motto is to "Make progress every day." This is a company that "believes progress is the sum of the little things we do every day to make life better for our customers and communities."

We welcome that motto.

- Today, what they have to show for that commitment to progress is their status as the nation's leading provider of wireless communications.

- In an industry that is defined by competition, you don't achieve success by resting on your laurels – you achieve success by a constant drive to improve and grow.

- The same spirit on innovation that transformed a simple machine in Bell's laboratory to an indispensable part of American life is a spirit the Sanford administration is committed to cultivating here in South Carolina

- **Creating opportunity starts with entrepreneurs, and we're focused on creating a business climate where Verizon's success can be replicated over and over again by entrepreneurs in this state. [Income tax proposal]**

Finally – The partnership between Verizon and SC is about service

- This call center is another symbol of Verizon's commitment to customer service. 40 million customers can't be wrong – in survey after survey, Verizon has led the industry in customer satisfaction

- So today, on behalf of South Carolina, I'd like to make the same commitment to Verizon that it makes to its customers, to service after the sale. We'll continue to treat Verizon like more than our customer, but like part of the family, so we can keep South Carolina home to the opportunity this company creates.

NEWS RELEASE



www.verizonwireless.com

FOR IMMEDIATE RELEASE

August 26, 2004

DRAFT DRAFT DRAFT DRAFT

8/24/04 – 9:00 a.m.

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**VERIZON WIRELESS TO OPEN NEW CALL CENTER IN CHARLESTON;
TO BRING UP TO 1,100 JOBS TO THE AREA**

Company Accepting Applications for Employment; Facility Expected to Open Later This Year

NORTH CHARLESTON, SC – Verizon Wireless, the nation's leading wireless communications provider, today announced plans to open a state-of-the-art customer call center here, part of its strategy to stay ahead of the continuing strong demand for its wireless products and services. The company will bring up to 1,100 jobs and invest \$25 million in the center.

"We are extremely pleased Verizon Wireless has selected the Charleston region for its new state-of-the-art call center, which represents the largest job creation effort ever for our three-county area," said Ted Creech, chairman of the Charleston Regional Development Alliance. "The wages and benefits associated with these new jobs will positively impact hundreds of families throughout our community, improving the standard of living for area residents."

The center is expected to open by the end of the year. The 150,000-square-foot facility is located in North Charleston at the Carriage Hill Executive Center at 2401 Mall Drive, the site of the old Montgomery Ward building. It's been designed with employee comfort and productivity in mind. Modular furniture and flat screen computers will give the center a sleek and modern look, while an internal television network will be used to provide timely communications with employees. The center will include a contemporary employee training facility, fitness center and full-service cafeteria.

"Verizon Wireless has experienced tremendous customer growth this year, and we're committed to providing our customers with the best possible customer service. The Charleston call center will allow us to expand our customer service operations and enhance responsiveness to customers," said Jerry Fountain, president of Verizon Wireless' Carolinas and Tennessee Region. "We chose to locate the new call center in Charleston because of its excellent talent pool, business friendly environment and strong incentives provided by the county and state."

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"It gives me great pleasure to welcome Verizon Wireless to North Charleston," said North Charleston Mayor Keith Summey. "Our city is quickly emerging as a premiere location for technology-driven companies, and we sincerely thank Verizon Wireless for investing in our future."

The company operates call centers in Greenville and Columbia, SC in addition to 19 Communications Stores and Kiosks throughout the state. The new center will increase the number of Verizon Wireless employees working in South Carolina to over 3,500. Verizon Wireless anticipates creating more than 2,000 new call center jobs this year in South Carolina and North Carolina combined as a result of the planned center in Charleston and its newest call center in Wilmington, North Carolina. In 2004, the company plans to invest \$60 million in its wireless network in South Carolina and more than \$4 billion nationwide to continue to provide customers with the most reliable wireless network.

"Creating jobs for South Carolinians is priority one for this administration, and Verizon Wireless will bring hundreds of good jobs to the Lowcountry," said Governor Mark Sanford.

Applications for Employment Now Being Accepted

The company is hiring customer service and customer financial services representatives, and supervisory positions. Plans call for 800 employees to be working at the center by year end. Interested applicants can call 1-800-575-HIRE (4473), 7 a.m. to 11 p.m. and reference code PRE-A8YB or go to Verizon Wireless' website, www.verizonwireless.com/careers, and apply online. The company has received more than 5,000 inquiries in response to employment advertising and receives more every day.

The company offers competitive salaries and employees can take advantage of numerous opportunities for career advancement. Employees qualify for generous benefits packages including:

- Health benefits, including medical, dental, vision and life from day one
- Tuition reimbursement and on-the-job training
- Dollar for dollar 401(k) match up to 6 percent of salary
- Short and long-term incentives
- Profit sharing
- Annual salary merit increases

Extensive 4-6 Weeks of Training for New Hires

Employees participate in a comprehensive, ongoing training program to prepare to serve customers in their new jobs. Intensive training lasts from four to six weeks depending on the specific role of the employee. Each customer service employee is expected to take between 6-8 hours of

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additional training every month. The continuous focus on training and customer satisfaction helps prepare these employees to provide Verizon Wireless customers with exceptional customer service.

"Verizon Wireless is taking advantage of our outstanding workforce training program, and in return, the Lowcountry is getting a high-tech operation with hundreds of jobs that pay well and provide benefits to employees and their families," said Commerce Secretary Bob Faith. "Congratulations!"

A Great Place to Work

Verizon Wireless is consistently ranked as one of the best places to work in the country because of its employee-friendly policies. The company has been named one of *Working Mother* magazine's "100 Best Companies for Working Mothers" for three years in a row and *Health Magazine* last year named the company one of 10 U.S. employers revolutionizing workplaces to help women balance their professional and personal responsibilities.

In each of the past three years, Verizon Wireless has been named one of the nation's top 100 companies by *Training* magazine for its continued commitment to employee development and for smartly connecting its training programs to business objectives. In 2004, the company ranked 20th on the magazine's annual list of the "Top 100 Training Organizations in America," and was the highest ranked wireless service provider.

Tops in Customer Service

Earlier this year three research organizations recognized Verizon Wireless as the industry leader in customer service satisfaction. The company ranked highest among major U.S. wireless service providers for customer satisfaction based on the latest American Customer Satisfaction Index (ACSI), an independent measure of wireless users' satisfaction produced by the University of Michigan.

A survey of 1,000 wireless users conducted by Strategy Analytics concluded "Verizon [Wireless] sets a daunting benchmark for its competition, achieving class-leading ratings for service quality and customer care." And the Yankee Group studied the discriminating buying habits of businesses and business users and found Verizon Wireless has the market share lead for all business users among the six national wireless carriers.

"As Verizon Wireless joins our corporate family, they will learn our region's workforce is renowned for its great work ethic and productivity," said Barrett Lawrimore, chairman of Charleston County Council. "This factor will contribute to their competitive edge."

About Verizon Wireless

Verizon Wireless is the nation's leading provider of wireless communications. The company has the largest nationwide wireless voice and data network and 40.4 million 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.

About the Charleston Regional Development Alliance

The Charleston Regional Development Alliance represents Berkeley, Charleston and Dorchester counties. Its mission is to broaden and diversify business investment in this region, with an emphasis on technology-intensive business sectors. Since its inception, the Alliance has facilitated more than 150 competitive expansions or relocations. To learn more, go to www.charleston-for-business.com.

Talking points for Verizon announcement
August 26, 2004
10:30 a.m.
CRDA Offices

- This project ties in so well to what we're trying to do at the state level with the Competitiveness Initiative.
- We want every company in every industry in this state to value innovation and improvement, and this state-of-the-art call center that Verizon will build here in North Charleston is a perfect example of that.
- Yes, this project is bringing a lot of jobs to the Lowcountry—but what's even more important is the *quality* of the company and the quality of the jobs. This is a technology-driven company bringing positions that pay good wages and provide benefits.
- The benefits that Verizon will offer its employees, such as extensive training, health insurance, a 401(k) plan with match, tuition reimbursements, and an on-site fitness center, have a true impact on quality of life.
- Verizon has other call centers in Greenville and Columbia—the company knows the quality that South Carolina workers can deliver and is coming back for more!
- This was a competitive project (with Savannah and Jacksonville).
- Thank Hal Stone at Commerce and Paul Sparwasser at the Charleston Regional Development Alliance for their hard work. (Paul was the primary point of contact with the company.)
- PRESENT GIFTS (Hal will provide).

From: Catherine Kellahan
To: Sanford, Jenny
Date: 8/25/2004 4:15:31 PM
Subject: Verizon Announcement

Jenny,

Below are travel times, etc for event tomorrow. Let me know if you have any questions.

Thanks,

Catherine

9:25am Depart Mansion for Aeronautics
Mendel Rivers cell 331-8010

9:40am Wheels up Aeronautics
Passengers: JS, Chris Allen and Clare Morris, *Mendel Rivers* -

10:15am ETA Mercury Air
George Wilson cell 609-3425 will provide transportation

10:30am Economic Development Announcement

11:45am Tentative Wheels up Mercury Air
(Could be earlier depends on length of program and any follow up media)

12:20pm ETA Aeronautics

CC: Allen, Chris