

# ***NEWS RELEASE***



**FINAL**

October 15, 2010

**FOR IMMEDIATE RELEASE**  
**October 20, 2010**

**Media contacts:**

**Kevin Lavery**  
425-917-7042  
[kevin.lavery@verizon.com](mailto:kevin.lavery@verizon.com)

**Laura Beck for Powered**  
512-786-1098  
[laurabeckcahoon@gmail.com](mailto:laurabeckcahoon@gmail.com)

## **Verizon Launches New ‘Room to Learn’ Site to Help Customers Get More From Their Digital Lifestyle**

***New Online Learning Center and Community Provides Valuable Step-by-Step Education and Resources for Mastering Home Technology***

**NEW YORK** – Verizon has launched its new Room to Learn <http://roomtolearn.verizon.com> social media website to help customers get full value from their digital lifestyle and the connectivity that allows them to access to their digital content anywhere, anytime. As digital entertainment and connected applications continue to generate excitement for consumers, more and more of them are looking for straight answers about today’s enabling technologies.

Room to Learn not only offers relevant tips, shortcuts and workshops on hot topics about apps and gadgets, but links users to social media sites that include the [Verizon Community](#) where they can share practical information and experience.

“We want our customers to find out everything there is to know about how to live a more connected and convenient lifestyle,” said, Verizon e-commerce director Mark Studness. “The spirit of Room to Learn is to let consumers get answers, insights, share experiences and ultimately get the most out of their home entertainment and network technologies.”

The Room To Learn interactive site has been developed in conjunction with Austin, TX-based Powered, a leading social media agency working with the Verizon Community, the company’s online hub for customer forums, blogs and idea exchange.

“Being selected by Verizon was an honor and is a point of pride for us at Powered,” said Powered chief marketing officer Aaron Strout. “But we are even more thrilled with the collaborative approach our two companies have taken to bring Room to Learn to life. This is the kind of work we love to do – a truly integrated team focused on delivering solutions through social media programs that prove beneficial for consumers.”

Studness and Strout recently discussed Room to Learn features and content on this podcast <http://bit.ly/roomtolearn>.

Room to Learn initially will focus on popular home entertainment and home networking topics that include introductions to digital entertainment, wireless networking, making sense of 3DTV and organizing and backing up your digital media collections. The site includes helpful tools such as online workshops, how-to articles, videos, shopping guides and check lists.

With new topics introduced every week, Room to Learn will also feature articles written by industry expert [Alfred Poor](#), who has contributed to technology publications that include PC World,

PC Magazine, Family PC and Computer Shopper for more than 20 years. Mr. Poor will be available in the Verizon Community Forums to discuss his articles further in online Q&As.

To learn more, visit [Room To Learn](#). For more information about Verizon products and services please visit [www.verizon.com](http://www.verizon.com) or call 1-800-VERIZON and speak to a customer representative.

**About Powered:**

Powered is a dedicated social media agency that helps brands fully capitalize on their social initiatives, make them more relevant in an increasingly digital, connected and social world. Austin-based Powered took it's A game up another notch in early 2010 with acquisitions of three other rock star social media firms: NY-based crayon and Drillteam, and Portland-based StepChange. Now with 75 employees in its offices, Powered brings its clients "best-in-class" expertise across the social spectrum by offering a combination of strategy, planning, activation and management for social presence and programs including those centered on Facebook, location based/LBS, mobile applications, influencer activation and community building, content marketing and earned media, and experiential marketing.

**About Verizon:**

Verizon Communications Inc. (NYSE, NASDAQ:VZ), headquartered in New York, is a global leader in delivering broadband and other wireless and wireline communications services to mass market, business, government and wholesale customers. Verizon Wireless operates America's most reliable wireless network, serving nearly 93 million customers nationwide. Verizon also provides converged communications, information and entertainment services over America's most advanced fiber-optic network, and delivers innovative, seamless business solutions to customers around the world. A Dow 30 company, Verizon last year generated consolidated revenues of more than \$107 billion. For more information, visit [www.verizon.com](http://www.verizon.com).

####

VERIZON'S ONLINE NEWS CENTER: Verizon news releases, executive speeches and biographies, media contacts, high-quality video and images, and other information are available at Verizon's News Center on the World Wide Web at [www.verizon.com/news](http://www.verizon.com/news). To receive news releases by e-mail, visit the News Center and register for customized automatic delivery of Verizon news releases.