

NEWS RELEASE



**FOR IMMEDIATE RELEASE
September 1, 2009**

**Media contacts:
See end of release**

Modevity Relies on Verizon Business for Cloud Computing

Modevity ARALOC Web-Based Rights Management Solution Delivers Confidential Data While Controlling Costs

BASKING RIDGE, N.J. – Modevity, a provider of content rights management solutions, was searching for a partner to help it more effectively and securely distribute confidential and proprietary content to its customers while controlling costs. Verizon Business' SMB Solutions team provided just the right answer.

Modevity will use Verizon Computing as a Service (CaaS), an on-demand, flexible solution that allows businesses of varying sizes to harness cloud (Web-based) computing to better manage IT resources and deliver exceptional performance and security that supports growth. In addition to these benefits, Modevity expects to see a significant positive impact on the company's bottom line as a result of its CaaS investment.

(Note: See related news release on Verizon expanding cloud-computing capabilities in Europe.)

“We are focused on continuing to grow Modevity in a smart way by making key resource decisions in terms of capital and staffing expenditures,” said Tom J. Canova, co-founder and chief marketing officer for Modevity. “Moving to a virtual environment with Verizon Business allows us to consolidate our existing server hardware and software, and

eliminates future purchasing and licensing costs in that area. It also allows us to add more staff in key areas – all while maintaining consistent, reliable service to our customers.”

Verizon Business is providing Modevity with a comprehensive cloud-computing environment, supplying server hardware, bandwidth, load balancing, firewall network security, backup and managed services to support the Modevity ARALOC™ Content Rights Management hosted solution. A customer-facing, Web-based solution, ARALOC protects confidential, proprietary content from unauthorized viewing and misuse. Modevity’s content rights management solution is ideally suited for companies in multiple industries including high tech, professional services, publishing, health care and pharmaceutical.

With Verizon Business’ robust CaaS offering behind Modevity, the company can rely on Verizon Business to deliver secure and available infrastructure as a service. This frees up Modevity to invest in more strategic product development, research and development, and customer support initiatives.

“With Verizon Business as its partner, Modevity can grow its business strategically while relying on us to seamlessly power its customer applications,” said James Geary, vice president of Verizon Business SMB sales. “Our world-class CaaS solution will allow Modevity to drive more value from its computing resources while controlling costs.”

A key consideration in the selection of Verizon Business was its flexible delivery model and the ability to pay only for resources consumed. As a SaaS (software as a service) provider for content rights management product solutions, Modevity was keen to work with a partner that had a similar approach, as well as provided the flexibility to grow the infrastructure as its user base and global footprint grew.

Added Canova: “To continue to be successful, we have to keep our customers’ ARALOC software fully functional and reliable 24 x 7. Verizon Business understands this, and in fact, Verizon Business delivers CaaS with the exact same approach we use for our customers. We are

confident that in Verizon Business we have selected a cloud-computing leader, and that Verizon Business will serve as a true seamless extension of the Modevity team.”

Verizon Business Offers Customers the Complete IT Services Package

CaaS is part of Verizon Business' extensive portfolio of IT and hosting solutions aimed at helping customers of all sizes improve their IT infrastructure and boost application performance in today's complex, dynamic business environment. Supported by a global team of professional services experts that deliver a broad range of world-class capabilities and backed by a secure and reliable technology infrastructure, these solutions allow customers to meet their most pressing IT needs. More information is available at <http://www.verizonbusiness.com/us/itsolutions>.

Verizon Business SMB Solutions Offers Best of Both Worlds

Verizon Business gives small- and mid-sized business customers the best of both worlds – enterprise-grade capabilities used by top global companies combined with tailored solutions and local accountability. In today's economy, it's vital that companies of every size harness technology to help them work more productively and efficiently. Verizon Business marries integrated solutions with a focus on reliability, simplicity and value to enable growing, entrepreneurial organizations to connect, communicate and collaborate. For more information, visit <http://verizon.com/businesspower>.

About Modevity, LLC:

Modevity, founded in 2004, is a leader in content rights management technology solutions. Modevity's ARALOC™ and Imperium™ rights management product solutions provide clients powerful 256 bit AES encryption technology with extensive content rights management controls and viewer reporting and analytics.

Modevity develops and provides industry leading product solutions on a software as a service basis (SaaS). Modevity is headquartered in West Chester, PA. Find out more at www.modevity.com

About Verizon Business

Verizon Business, a unit of Verizon Communications (NYSE: VZ), is a global leader in communications and IT solutions. We combine professional expertise with the world's most connected IP network to deliver award-winning communications, IT, information security and network solutions. We securely connect today's extended enterprises of widespread and mobile customers, partners, suppliers and employees — enabling them to increase productivity and efficiency and help preserve the environment. Many of the world's largest businesses and governments — including 96 percent of the Fortune 1000 and thousands of government agencies and educational institutions — rely on our professional and managed

services and network technologies to accelerate their business. Find out more at www.verizonbusiness.com.

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