



COMMUNIQUE DE PRESSE

Contacts :

John Gilbert, Investor Relations
Phone: 1-858-658-4813
Email: ir@qualcomm.com

Fabien Darrigues, Qualcomm France
Tel : 01 41 33 41 14
06 30 01 89 86

Courrier électronique : fabien.darrigues@qualcomm.com

FLO TV Unveils its New One-of-a-Kind Digital Handheld Television

— FLO TV to be Available on Multiple Platforms Including Mobile Handsets, In-Car Entertainment Systems and Consumer Electronic Devices —



SAN DIEGO — October 6, 2009 — Television just got personal. FLO TV Incorporated, provider of the award-winning *FLO TV*™ live mobile TV service and a wholly owned subsidiary of Qualcomm Incorporated (Nasdaq: QCOM), today will unveil the FLO TV Personal Television – an entirely new dedicated device that will let TV lovers watch their favorite news, live sports,

children's programming and entertainment on a dedicated device for mobile TV viewing. The FLO TV Personal Television will be available for purchase this holiday season at leading retailers across the country.

The FLO TV Personal Television is created with the single focus of delivering high-quality TV for a convenient, easy and fun television experience while on-the-go. The device

receives live and time-shifted content over the FLO TV dedicated multicast network with no buffering, downloading or waiting to view content. With the swipe of a finger, consumers can channel surf through the *FLO TV* service's extensive programming lineup.

“We have offered the award-winning *FLO TV* service on a variety of handsets through our carrier and OEM partners, and we plan to continue working with them to expand the *FLO TV* handset lineup,” said Bill Stone, president of FLO TV. “We are also thrilled to be launching the first of FLO TV's direct-to-consumer offerings with the FLO TV Personal Television. We have heard from customers that they want more choice and, specifically, a device that is easy to share with friends and family. With the *FLO TV* service available on mobile handsets, in-car entertainment systems and consumer electronics devices like FLO TV Personal Television, FLO TV offers something for every kind of consumer on-the-go.”

About FLO TV Personal Television

FLO TV Personal Television subscription service starts as low as the equivalent of \$8.99 per month* and the device will be offered at a manufacturer's suggested retail price of \$249.99. The device has a 3.5-inch diagonal screen and measures 4.4 inches by 3 inches by .5 inches and weighs just over 5 ounces. Its battery supports more than 5 hours of active *FLO TV* viewing or 300 hours standby. The FLO TV Personal Television utilizes a capacitive touch-screen for easy and comfortable navigation – users can channel surf with just a swipe of their finger. It also includes several features meant to enhance the TV experience, including a built-in stand allowing the device to be positioned upright on any flat surface, built-in stereo speakers making it easy to watch TV with others, and the ability for users to set reminders for their favorite programming.

About the FLO TV Service

Market research firm TeleAnalytics projects that the broadcast mobile TV market will reach \$2.8 billion and serve 50 million users in North American by 2013. *FLO TV* is poised for this market opportunity with its high-quality mobile TV service that allows subscribers to watch TV on-the-go. Whether you're commuting, waiting for your child to finish practice, or you are just an on-the-go active person, as a FLO TV subscriber you'll have immediate access to news, sports and entertainment content at your fingertips wherever you go.

From live sports and news to full-length dramas, comedies, children's programming and original *FLO TV* programming, the *FLO TV* service has something everyone can enjoy. It carries full-length simulcast and time-shifted programming from America's top entertainment brands.

The FLO TV service programming line-up may differ depending on distribution platform. Service not available everywhere. All programming subject to change and blackout restrictions.

*Taxes not included. Additional fees and charges may apply. Pricing and service subject to change at any time. Prepaid subscription required for 1 year / 3 year plans. 3-year prepaid subscription required for \$8.99 / mo. package. After the expiration of the original prepaid subscription, your subscription will automatically renew and your credit card will be charged at the then-current rate. Special introductory offers and waived activation fee expire 12/31/09. All prepaid annual and monthly subscription payments are non-refundable.

About FLO TV Incorporated

The *FLO TV* service combines the best content, an intuitive user interface and a superior multicast network to deliver a true quality TV viewing experience for consumers. FLO TV offers full-length simulcast and time-shifted programming from the world's best entertainment brands, including CNBC, Comedy Central, MSNBC, MTV, NBC, NBC 2Go, NBC News, NBC Sports and Nickelodeon. Based in San Diego, Calif., FLO TV Incorporated is a wholly owned subsidiary of Qualcomm Incorporated. Further information is available at www.flotv.com.

###

FLO and FLO TV are trademarks of Qualcomm Incorporated. Qualcomm is a registered trademark of Qualcomm Incorporated. All other trademarks are the property of their respective owners.