



TEEN TOPICS

Payphones—An Appealing Choice To Young Cell Phone Users

(NAPSA)—Even with numerous communication alternatives, millions of callers use payphones every day across the country. There are currently 1.6 million payphones in the United States.

According to Verizon, a Fortune 10 company which operates more than 330,000 payphones in 38 states, payphones have become popular with a group known for its cell phone use...teens.

For Teens, It's The Economics

First, the phones offer security when cell phones will not work (during the recent Northeast blackout is one example, low batteries another). A second reason for the popularity among teenagers is an economical one. Most of Verizon's payphones offer local unlimited time for only 50 cents. So, the option of talking as long as you want is very attractive to teens. Interestingly, some will choose the payphone over the cell phone to preserve both their minutes and their batteries.

Though payphone usage has declined about 40 percent over the past few years, Verizon is committed to the payphone business because it believes there will always be customers who rely on payphones for a number of reasons.

- Many people do not have



IT'S FOR YOU—Payphones, still visible and still used, are relied on by a large number of Americans, including our nation's teens who may be low on cell phone batteries or just want to talk a lot without using up precious cell phone minutes.

wireless phones, or their phones may have depleted batteries.

- Wireless coverage is still spotty in some areas of the country.

- Many callers prefer the reliability and clarity of a payphone to that of the wireless phone.

- There always will be a small percentage of Americans who do not have home phone service, either by preference or circumstance.

- Payphones almost always work during power failures, as was demonstrated in the late summer blackout where tens of thousands of people used payphones to contact and reassure friends and families and to make alternative arrangements to get home.

Verizon payphones offer tremendous values for callers. For example, if you have spare change, most Verizon payphones across the nation offer untimed, unlimited local coin calling for 50 cents, regardless of how long you talk. In New York City, on busy street sidewalks, callers usually make quick local coin calls. With that in mind, Verizon has priced these calls at 25 cents for four minutes. If you do not have change and need to make a long distance collect call, Verizon offers a discounted long distance collect service called 1-800-USE THE VZ (1-800-873-8438), which can save the collect-called party over 20 percent on automated interstate collect calls.

Teens particularly like the 1-800-USE-THE-VZ when checking in with parents when they have no change and their cell battery is low.

For more information on payphones, visit www.verizon.com.