

Verizon Wireless, the Largest Wireless Company in the United States, and All American Direct, Online Consumer Electronics Retailer, Create a Retail Agent Relationship

National Programming Service, LLC (d.b.a. All American Direct), a national online retailer of consumer electronics products, announces its retail agent relationship with Verizon Wireless, the largest provider of wireless services in the U.S. All American Direct has added Verizon's top 10 best-selling cell phones to their web site which already boasts an extensive line-up of popular name brand consumer electronics products. This relationship, along with the recent addition of high-speed internet through Broadband National, is just the next step in All American Direct's goal to provide consumers with a one-stop solution for all of their home entertainment needs.

December 6, 2007 (FPRC) -- National Programming Service (NPS) is the parent company to both All American Dish, a top national sales partner with DISH Network, and All American Direct, an emerging leader in online consumer electronics sales. NPS offers a full range of products and services including satellite television systems, DSL high-speed internet service, network television programming (i.e. ABC, CBS, NBC, and FOX), Sirius Satellite Radio, and consumer electronics products. The company is moving towards making its newest site a comprehensive, consumer-friendly site where visitors can shop for all of their home entertainment needs. The web site, <http://www.AllAmericanDirect.com>, already features competitive pricing on High-Definition televisions and other electronics from popular manufacturers such as Sharp, Toshiba, Mitsubishi, LG, and Hitachi. The addition of Verizon Wireless products will not only make it easier for customers to shop for the most popular cell phones, but also provide a convenient location to purchase an HDTV, sign up for Satellite TV programming, or get connected to high-speed Internet.

As an authorized Verizon retailer, All American Direct provides customers with a user-friendly method of searching, purchasing, and activating their wireless cell phones. In addition to cell phones, All American Direct also offers PDA devices, BlackBerries®, and wireless PC cards. Some of the most popular cell phones offered are the Motorola RAZR V3m, the LG Chocolate™, the LG enV™, and the Samsung Juke (swivel camera phone that doubles as a 2GB music player!). All products are available on the website and shipped directly to the consumer via FedEx ground.

The Verizon Wireless product line carried by All American Direct debuted on the website on Monday, December 3, 2007. Please visit www.AllAmericanDirect.com for more information on special offers and promotions available through All American Direct.

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