

UNLIMITED

SIMPLY EVERYTHINGSM

PLANS EFFECTIVE 2/29/08



Sprint  *ahead*

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OVERVIEW

Now Sprint customers can get access to everything they want, on one simple plan. We've cleared up the confusion so customers can finally see the real value of Sprint. It's the "Simply EverythingSM" plan.

Simply EverythingSM gives customers the ability to do more of what they want – talk; text, picture and video messaging; Direct Connect[®] and Group Connect[®]; web surfing, mobile email, GPS Navigation, Sprint TVSM, Sprint Music and exclusive content like NASCAR Sprint Cup MobileSM and NFL Mobile – right NOW. It means customers can use all the features of their mobile phone anytime, without the worry. For those who've been wanting to cut the cord, now's the time.

We're giving customers what they really want. Every carrier has a great voice network. And now price is a non-issue, so Sprint's real advantages take center stage: Speed. Killer devices. The best push-to-talk service. Exclusive content like NASCAR and NFL. Mobile internet.

Simply EverythingSM gives you unlimited talk; text, picture and video messaging; Direct Connect[®] and Group Connect[®]; web surfing, mobile email, GPS Navigation, Sprint TVSM, Sprint Music and exclusive content like NASCAR Sprint Cup MobileSM and NFL Mobile. No more confusing options, no more worries. We've unleashed your phone's features, and we've unlocked the true power of SprintSpeedSM. You can use your phone freely. You can take the internet, your email and your entertainment with you. You can stay in touch, all the time. NOW.

We're making it easy for customers to choose Sprint. And we're giving our existing customers a reason to stay. It's the Simply EverythingSM plan.



Now you know what to say to the strangers sharing your elevator to the 5th floor.

SINGLE LINE PLANS

	Simply Everything™	Everything 900	Everything 450	Talk/Message/Connect		
				Unlimited	900	450
Price	\$99.99/mo	\$89.99/mo	\$69.99/mo	\$89.99/mo	\$69.99/mo	\$49.99/mo
Voice Minutes	Unlimited	900	450	Unlimited	900	450
Overage	None	\$0.40	\$0.45	None	\$0.40	\$0.45
Domestic Long Distance	Included	Included	Included	Included	Included	Included
Domestic Roaming	Included	Included	Included	Included	Included	Included
Messaging <ul style="list-style-type: none"> • 1 way text • 2 way text • Picture/Video Mail • MMS 	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
<ul style="list-style-type: none"> • Direct Connect • Group Connect (up to 20 people)* 	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Data** <ul style="list-style-type: none"> • Navigation • Sprint Music Premier Access • Sprint TV Premier Access • Web Browsing • Mobile E-mail • BlackBerry BIS • Sprint Exclusive Content 	Unlimited	Unlimited	Unlimited	NA	NA	NA
Mobile to Mobile	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Nights & Weekends <ul style="list-style-type: none"> • 6pm attachable \$5/mo 	Unlimited	Start at 7pm	Start at 7pm	Unlimited	Start at 7pm	Start at 7pm
3-Way Calling; Caller ID; Voicemail; Call Waiting	Included	Included	Included	Included	Included	Included
Call Forwarding	\$.20 per/min	\$.20 per/min	\$.20 per/min	\$.20 per/min	\$.20 per/min	\$.20 per/min
PDA Phones***	Yes	Yes	Yes	NA	NA	NA
International	Not included: International LD, Roaming, Messaging, Roaming Messaging, Data Roaming or Direct Connect					

* TalkGroup (groups of 21+) casual usage \$0.15 per minute, per participant

** Does not include BES (Corporate Email) which has a \$20 MRC

*** PDA Phones can only have the Everything plans. For a list of devices designated as PDA, access WiPOD

WHAT YOU NEED TO KNOW:

Simply Everything & Everything Plans

- ∞ Requires 2 year contract for new lines of service
- ∞ Existing customers are able to switch to new plans without extending existing contract
- ∞ Plans with Unlimited Voice do NOT qualify for NVP, Special Pricing or other monthly recurring discounts
 - › Talk/Message/Connect Plans and Everything plans offer NO pooling solutions for Business customers
- ∞ PDA and Blackberry devices must be activated on Everything plans (plans that include data)
- ∞ International services are not included
- ∞ BES (corporate email) is not included but may be purchased for an additional \$20/month per line
- ∞ Phone as Modem is not available
- ∞ TalkGroups (groups of 21 or more) option is not included - Available at \$0.15/min/participant
- ∞ Directory Assistance and Call Forwarding incur additional charges
- ∞ Not available for Affiliates at launch

Talk/Message/Connect Plans

- ∞ Requires 2 year contract for new lines of service
- ∞ Existing customers are able to switch to new plans without extending existing contract
- ∞ Plans with Unlimited Voice do NOT qualify for NVP, Special Pricing or other monthly recurring discounts
 - › Talk/Message/Connect and Everything plans offer NO pooling solutions for Business customers
- ∞ PDA and Blackberry device activation not eligible on this suite of rate plans
- ∞ International services are not included
- ∞ TalkGroups (groups of 21 or more) option is not included - Available at \$0.15/min/participant
- ∞ Directory Assistance and Call Forwarding incur additional charges
- ∞ Not available for Affiliates at launch

MULTI-LINE RATE PLANS

NEW MULTI-LINE RATE PLANS

	Unlimited 1st Line	2 Lines	3 Lines	4 Lines	5 Lines
Simply Everything	\$99.99/mo	\$194.98/mo	\$284.97/mo	\$369.96/mo	\$449.95/mo
Unlimited Talk/Message/Connect	\$89.99/mo	\$174.98/mo	\$254.97/mo	\$329.96/mo	\$399.95/mo
Multi-Line Savings		\$5	\$15	\$30	\$50

Want more than 5 lines? No problem, the multi-line discount starts over every five lines.

SEE HOW THE SAVINGS ADD UP:

SIMPLY EVERYTHING MULTI-LINE PLAN

Unlimited 1st Line	2 Lines	3 Lines	4 Lines	5 Lines
				\$99.99
			\$99.99	+ \$94.99
		\$99.99	+ \$94.99	+ \$89.99
	\$99.99	+ \$94.99	+ \$89.99	+ \$84.99
	+ \$94.99	+ \$89.99	+ \$84.99	+ \$79.99
\$99.99	\$194.98	\$284.97	\$369.96	\$449.95
SAVINGS:	\$5	\$15	\$30	\$50

UNLIMITED TALK/MESSAGE/CONNECT MULTI-LINE PLAN

Unlimited 1st Line	2 Lines	3 Lines	4 Lines	5 Lines
				\$89.99
			\$89.99	+ \$84.99
		\$89.99	+ \$84.99	+ \$79.99
	\$89.99	+ \$84.99	+ \$79.99	+ \$74.99
	+ \$84.99	+ \$79.99	+ \$74.99	+ \$69.99
\$89.99	\$174.98	\$254.97	\$329.96	\$399.95
SAVINGS:	\$5	\$15	\$30	\$50



WHAT YOU NEED TO KNOW:

- ∞ Requires 2 year contract for new lines of service
- ∞ Maximum of five lines per group per account
 - › Account can have more than one multi-line group depending upon credit score
 - › E.g. Consumer customer credit allows for 10 lines. Customer could have two multi-line groups with 5 lines each
- ∞ Existing customers are able to switch to new plans without extending existing contract
- ∞ All lines within a group must have the same rate plan; therefore, if any of the lines within a group is a BlackBerry or PDA, then all lines must be enrolled in Simply Everything
- ∞ All lines within a group must have the same technology
 - › Customer has 3 iDEN phones and 2 CDMA phones. The customer must have two separate groups – one with 3 subs and one with 2 subs. Their total savings would be \$20 per month in this scenario unless they upgraded their handsets to the same technology.
- ∞ Unlimited Multi-Line plans cannot be mixed and matched with other rate plans.
 - › All lines must be on the unlimited rate plan to receive the discount.
- ∞ Plans with Unlimited Voice do NOT qualify for NVP, Special Pricing or other monthly recurring discounts
 - › Talk/Message/Connect and Everything plans offer NO pooling solutions for Business customers
- ∞ International services are not included
- ∞ BES (corporate email) is not included but may be purchased for an additional \$20/month per line
- ∞ Phone as Modem is not available
- ∞ TalkGroups (groups of 21 or more) option is not included - Available at \$0.15/min/participant
- ∞ Directory Assistance and Call Forwarding incur additional charges
- ∞ Not available for Affiliates at launch

KEY SELLING POINTS



TOP 4 REASONS WHY SIMPLY EVERYTHING ROCKS

1. \$99.99/month for unlimited voice, messaging, mobile internet and Direct Connect/ Group Connect.
2. Sprint is removing the distraction of confusing voice pricing and variable charges so customers can unlock value beyond just phone calls and enjoy what they want, right now.
3. Customers have the freedom to use all the features of their device without hesitation or fear of high charges/overage, a worry-free way to do simply everything.
4. It's unlimited . . . what else can you want?

TOP 5 REASONS WHY SIMPLY EVERYTHING IS GREAT FOR BUSINESS

1. Business customers want it all – talk, text, picture and video messaging; Direct Connect, navigation, web surfing, mobile e-mail . . . It's the Simply Everything Plan.
2. All Sprint CDMA and iDEN customer - General Business, CL, and Public Sector, can get the plan.
3. Multiple lines for business customers = increased savings.
 - › Multi-Line plans sold in groups of five. Limited to 95 lines per account, though customers are allowed multiple accounts.
4. Business customers who need access to their corporate e-mail get BlackBerry service for only \$20 more per line. Best BlackBerry value in industry.
5. Unlike competitors, Sprint PDA devices are eligible for our Everything calling plans with no additional MRC's required for ActiveSync email solutions.

DETAILS & DEFINITIONS

 YES	NO 
<p>Unlimited Voice is:</p> <ul style="list-style-type: none"> ∞ Unlimited Domestic Voice Calling ∞ Nationwide Domestic Long Distance ∞ Domestic Roaming 	<p>Unlimited Voice is <u>not</u>:</p> <ul style="list-style-type: none"> ∞ Directory Assistance (\$1.79 per call) ∞ Call Forwarding (\$.20 per minute) ∞ International Long Distance (rates vary) ∞ International Roaming
<p>Unlimited Messaging is:</p> <ul style="list-style-type: none"> ∞ Domestic 1-way Text, 2-way Text, Picture/Video Mail and/or MMS 	<p>Unlimited Messaging is <u>not</u>:</p> <ul style="list-style-type: none"> ∞ International Messaging ∞ International Roaming Messaging
<p>Unlimited Data* is:</p> <ul style="list-style-type: none"> ∞ Unlimited Navigation ∞ Sprint Music Premier (\$1.99 downloads still apply) ∞ Sprint TV Premier ∞ Web browsing ∞ Mobile e-mail (including BlackBerry BIS) ∞ Sprint exclusive content 	<p>Unlimited Data is <u>not</u>:</p> <ul style="list-style-type: none"> ∞ BES (Corporate e-mail) ∞ Phone as Modem ∞ International data roaming
<p>Unlimited Direct Connect is:</p> <ul style="list-style-type: none"> ∞ Unlimited instant connections to one person ∞ Unlimited instant connections to a group of people (20 or less) 	<p>Unlimited Direct Connect is <u>not</u>:</p> <ul style="list-style-type: none"> ∞ International Direct Connect ∞ TalkGroup (Groups of 21 or more); casual usage \$.15 per minute per participant

*Premium downloads incur extra charges. E.g. if a customer downloads a ringtone, they will be charged for that download.

COMPETITIVE COMPARISONS

SIMPLY EVERYTHING - SINGLE LINE COMPARISON

All plans include Messaging and Data			
Anytime Minutes	450	900	Unlimited
Verizon	\$79.99	\$99.99	\$139.99
at&t	\$74.99	\$94.99	\$134.99
Sprint	\$69.99	\$89.99	\$99.99

Save up to \$40!
Save up to \$50 with NDC

- ∞ Unlimited Night Calling Starting at 7pm on 450 & 900 minute plans
 - Verizon does not offer 7pm calling
 - at&t offers 7pm calling for \$8.99 per line
- ∞ Sprint offers unlimited messaging and data for less than our competitors
- ∞ Sprint offers Direct Connect at no additional charge
 - Verizon and at&t charge \$10 extra for an inferior push-to-talk service

SIMPLY EVERYTHING - MULTI-LINE COMPARISON

All lines include Unlimited Voice, Messaging and Data				
	2 lines	3 lines	4 lines	5 lines
Verizon	\$269.98	\$389.97	\$509.96	\$629.95
at&t	\$269.98	\$404.97	\$539.96	\$674.95
Sprint	\$194.98	\$284.97	\$369.96	\$449.95

Savings up to \$225 for 5 line accounts!
Save up to \$275 with NDC

\$75 less than the competition!
Save \$95 with NDC

- ∞ Only Sprint offers a discount on additional Unlimited lines
 - Verizon offers \$119.99 for lines 3-5
 - at&t offers \$139.99 for lines 3-5
- ∞ Sprint offers Direct Connect at no additional charge
 - Verizon and at&t charge \$10 extra per line

SIMPLY EVERYTHING - SINGLE LINE FOR PDAS AND BLACKBERRYS COMPARISON

All plans include Messaging and Data for PDAs			
Anytime Minutes	450	900	Unlimited
Verizon	\$99.99	\$119.99	\$149.99
at&t	\$89.99	\$109.99	\$149.99
Sprint	\$69.99	\$89.99	\$99.99

\$99.99 Unlimited Voice with BIS BlackBerry

(BES is a \$20 buy-up)

\$50 Savings!

- ∞ Unlimited night calling starting at 7pm on 450 and 900 minute plans
 - Verizon doesn't offer 7pm calling
 - at&t offers 7pm calling for \$8.99 per line
- ∞ SIMPLY the same rate plans available for all handsets offered by Sprint

SIMPLY EVERYTHING - MULTI-LINE FOR PDAS AND BLACKBERRYS COMPARISON

All lines include Unlimited Voice, Messaging and Data				
	2 lines	3 lines	4 lines	5 lines
Verizon	\$299.98	\$449.97	\$599.96	\$749.95
at&t	\$299.98	\$449.97	\$599.96	\$749.95
Sprint	\$194.98	\$284.97	\$369.96	\$449.95

Simply Everything includes BIS BlackBerry

(BES is a \$20 buy-up)

\$105 savings for two lines & up to \$300 savings for up to 5 lines!

- ∞ Only Sprint offers a discount on additional Unlimited lines
 - Verizon offers \$149.99 for lines 3-5
 - at&t offers \$149.99 for lines 3-5

CUSTOMER SALES SCENARIOS

CUSTOMER SALES SCENARIO # 1

Female (approximately 25-35 years old) without children.

- ∞ Interested in technology and enjoys what it brings to her life.
- ∞ Enjoys new experiences: travel, career change, school, and entertainment.
- ∞ Loves to shop and takes pleasure in having the latest and greatest, but not paying full price for it.
- ∞ Medium talker.
- ∞ Heaver text user.
- ∞ Likes to explore new music.

Based on this information, which plan would you recommend for this customer?

- ∞ "Based on what you've told me, I would recommend the Everything 900 plan for only \$89.99."

CUSTOMER SALES SCENARIO # 2

Married woman (approximately 35-40 years old) with one 'tween' daughter.

- ∞ Very busy working outside the home, raising kids, and an active volunteer in the community.
- ∞ Needs service that allows her to manage her business remotely—often at client locations.
- ∞ Extremely value conscious.

Using the information above, which rate plan would you recommend?

- ∞ "Based on what you've told me, I would recommend the Simply Everything plan for only \$99.99."
 - Discussion -
 - Why would you offer the Simply Everything plan for only \$99.99 instead of the 900 plans - especially since she is value conscious?
 - "Because the Simply Everything plan includes data and with a tween daughter, she will not have to worry about any overage or waiting until 7pm for night and weekend calling."

CUSTOMER SCENARIO # 3

Married male (approximately 35-40 years old).

- ∞ Owns a lawn care business.
- ∞ Looking for ways to save money while communicating constantly with his crew—four employees—throughout the work day.
- ∞ Existing Sprint customer.

Is there enough information above to recommend a plan to the customer? If not, what additional questions do you need to determine which plan would best suit the customer's needs?

- ∞ Determine what type of phones the customer and his four employees currently have. If the owner and two employees have iDEN phones and the other two employees have CDMA phones, then the customer must have two separate groups.
 - › Discussion: Let's say everyone has an iDEN phone. Which plan would you recommend?
 - "Based on what you've told me, I would recommend the Multi-Line Unlimited Talk/Message/Connect plans for the owner and the four employees for only \$399.95."
 - › Discussion: Why would you offer the Multi-Line Unlimited Talk/Message/Connect plan instead of the Multi-Line Simply Everything Plan?
 - "Because the owner needs to communicate quickly with his employees which he can do using Nextel Direct Connect. But he does not data."
 - › Discussion: Should you offer the Equipt for Business discount since he is a business owner?
 - "No, because discounts are not eligible on the unlimited plans."