



hello
cricket®



Cricket At-A-Glance

- Cricket is a simple, affordable, flat-rate wireless solution offering unlimited anytime minutes, U.S. long distance, Mobile Web services, data and messaging over a high-quality, all-digital network.
- With a commitment to predictability, simplicity and value, Cricket designs and markets wireless products to meet the needs of people whose basic and advanced wireless needs have not been met by traditional communications companies.
- With more than 2.7 million customers, Cricket® service is available in 23 states across the country stretching from New York to California.
- Independent third-party tests have shown that Cricket's network is among the best in the nation.
- Cricket service is easy for everyone to use, since there is no complicated phone bill at the end of the month, and easy for everyone to purchase, since long-term contracts and credit checks are not required.
- Because Cricket's customers can talk as much as they want in their home calling area, they rely more on their wireless service than traditional wireless customers.

Usage

- 31% of Cricket's customers talk approximately 1,500 minutes a month – more than five times the industry average for traditional wireless customers.
- 32% of Cricket's customers send at least one text message per day, compared with 12% of non-Cricket customers.
- Cricket is the leader in landline displacement. 68% of Cricket customers use Cricket as their only phone service, compared to an industry average of just 15% percent, according to the Yankee Group, a firm that analyzes telecommunications trends. Landline displacement is a trend that will continue to grow as customers realize that wireless service providers like Cricket can provide the value, predictability and simplicity that fit their lifestyles.
- 93% of Cricket customers use Cricket as their primary phone. According to the Yankee Group, more than half of cell phone users nationwide use their mobile phone as their primary device for voice communication.

Technology

- Cricket's network relies on the power of the latest technology, high-quality, all-digital CDMA2000 1X and 1xEV-DO wireless network, which provides customers with superior voice quality and data services.

Cricket Customers

- Cricket serves a diverse segment of customers:
 - Hispanics and African-Americans make up 43% of Cricket customer base, compared to 17% of other wireless carriers' customers.
 - 60% of Cricket customers report they make less than \$30,000 per year, compared to just 25% of other wireless carriers' customers.



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unlimited your way

Choose the rate plan that fits **your** needs.

	unlimited anytime minutes	unlimited text, picture & instant messaging	unlimited US long distance	voicemail, caller ID, call waiting & 3-way calling	unlimited features in all Cricket markets	unlimited mobile web access	unlimited 411 directory assistance	nationwide roaming minutes
Cricket Nation								
\$60/mo.	✓	✓	✓	✓	✓	\$5/mo.	\$3/mo.	200
\$55/mo.	✓	✓	✓	✓	✓	\$5/mo.	\$3/mo.	100
Cricket Connect								
\$50/mo.	✓	✓	✓	✓	✓	✓	✓	packages available
Cricket Choice								
\$45/mo.	✓	✓	✓	✓	✓	\$5/mo.	\$3/mo.	packages available
\$40/mo.	✓	✓	✓	\$5/mo.	N/A	\$5/mo.	\$3/mo.	packages available
\$35/mo.	✓	✓	North America long distance packages available	\$5/mo.	N/A	\$5/mo.	N/A	packages available
Cricket by Week								
\$18/wk.	✓	✓	✓	✓	N/A	N/A	N/A	39¢/min.

FREE text & picture messaging with **EVERY** rate plan

Enhancing the Mobile Experience

Cricket also offers features that can be added to rate plans for increased personalization and to enrich the customer experience.

- **Nationwide Roaming** – Allows customers to use their phone outside of their Cricket calling area, including Canada. Available in increments of \$5, \$10, or \$15 per month, and with rates as low as \$0.13 per minute.
- **Unlimited Mobile Web** – Unlimited information at customers' fingertips for \$5 a month. Mobile Web allows customers to check email, sports scores, news, entertainment, weather, and business.
- **Cricket Downloads** – Allows customers to pre-purchase funds to be applied toward downloads such as games and ringtones, Travel Time, directory assistance calls, international long distance, and more. Available in \$5 and \$15 monthly increments.
- **Unlimited Directory Assistance** – For \$3 a month, Cricket customers are able to place unlimited calls to directory assistance. Compared to average costs of \$0.75 per call with other carriers, this monthly feature pays for itself after just three calls.