



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 nationwide, 3G network.
- With a commitment to predictability, simplicity and value, Cricket designs and markets wireless products to meet the needs of people who's basic and advanced wireless needs have not been met by traditional communications companies.
- With more approximately 5.8 million customers, Cricket® service is available in 35 states across the country stretching from New York to California, including the District of Columbia.
- 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, they rely more on their wireless service than traditional wireless customers.

Usage

- Cricket customers talk an average of 1,500 minutes per month, nearly double the industry average. (source: Nielsen Mobile Insights, Dec '10)
- 83% of Cricket customers use text messaging each month, compared with 64% average for all wireless users. (source: comScore M:Metrics, Feb'10)
- Over 50% of Cricket's customers access the mobile web each month (source: Cricket internal data) on their cell phones, compared to just 30% of all wireless users. (source: comScore M:Metrics, Feb'10).
- Approximately 75% of Cricket customers use their cell phone as their only phone (source: Cricket customer survey, Dec '10) compared to 25% of U.S. households with no landline. (source: CDC Survey)

Technology

- Cricket's network relies on the power of the latest technology, utilizing a high-quality 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 58% of Cricket's customer base compared to 23% of wireless users across the U.S.
 - 55% of Cricket customers report they make less than \$30,000 per year, compared to just 25% of other wireless carriers' customers. 78% of Cricket customers live in households that earn less than \$50K per year, compared to 40% of wireless users across the U.S. (sources: Cricket internal data, Jun'10; Yankee Group, Mar'10)