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“whyPhone” Raises Questions

Sprint has heard lately about a device that sounds something like a “whyPhone.” As of June 28, 2007, the whyPhone is still not available, but from initial details and speculation, it appears that the whyPhone may not have the right answers for many mobile customers who are looking for value, variety and speed. Sprint predicts that many customers won’t be interested in a:

- 1. why(shell-out-500-hundred-dollars-or-more)Phone.** Sprint currently offers more than a dozen phones with music capabilities and many of them are less than \$100 with a two-year agreement, including exclusive devices such as the UpStage by Samsung and the FUSIC by LG.
- 2. why(get-less-net-worth-from-your-network)Phone.** The Sprint Power Vision 3G network, which is available on many of Sprint’s phones, PDAs and Smart Devices, provides average speeds of 400-700 kbps for downloads and 50-70 kbps for uploads without requiring roaming on Wi-Fi (AT&T’s EDGE network only allows an average of 70–135 kbps for downloads and 30-40 kbps for uploads).
- 3. why(use-mobile-if-you-can’t-be-mobile)Phone.** To achieve speeds any faster than AT&T’s EDGE network, the whyPhone must be in a fixed location inside one of its Wi-Fi hotspots, which can be hard to find and can sometimes charge extra for use.
- 3. why(not-enjoy-an-unchained-melody)Phone.** The Sprint Music Store allows songs to be downloaded immediately to the phone without wires for 99 cents each with any Power Vision data plan (the price includes two versions – one for the phone and another for the PC). It was the first over-the-air song-download service to launch in the U.S. in October 2005, and it offers an extensive selection of more than 1.7 million songs from all four major music labels and thousands of independent labels, including a selection of 10 free independent songs each week.
- 4. why(hear-music-with-fewer-notes)Phone.** In addition to over-the-air song downloads, Sprint provides a comprehensive portfolio of music offerings that the whyPhone does not, including thousands of downloadable ring tones (Ringers) and ring backs (Call Tones), more than a dozen streaming radio applications (more than

any other U.S. carrier) and exclusive content including artist interviews and live concerts – all do not require a wired computer connection.

5. why(go-back-to-typing-class)Phone. Sprint makes texting easy and intuitive – customers type on a familiar keypad and not a touch-sensitive screen. Sprint also offers full-keyboard accessories for even faster typing, as well as full QWERTY keyboards on some devices that, unlike the whyPhone, don't require switching to a different screen to use a period or comma.

6. why(be-lost-without-GPS-services)Phone. Sprint provides more GPS solutions to more customers than any other carrier, including turn-by-turn driving directions from Sprint Navigation. These solutions offer more convenience and accuracy since they can actually track the phone's location, sensing when a driver has reached the point for another instruction to be audibly delivered and even notifying when a wrong turn is made.

7. why(spend-more-to-be-smart)Phone. Sprint currently offers ten Smart Devices and PDAs for business and advanced users who need a high level of productivity features, and nine of them are under \$400 with a two-year agreement, including the new Mogul by HTC.

8. why(not-work-with-a-teampayer)Phone. Sprint's phones as well as its PDAs and Smart Devices offer access to corporate email through Active Sync and Goodlink (in addition to personal "push" email accounts from MSN, AOL, Yahoo and Gmail), and most corporations currently don't enable email access for the whyPhone.

9. why(lose-everything-in-an-instant)Phone. Sprint customers definitely have a reason to type :) since they can use instant messaging, while the whyPhone has no chat or IM feature at all. Sprint offers AOL Instant Messenger, MSN Messenger and Yahoo! Messenger, and customers can use the same screen names and passwords on their phones as on their computers.

10. why(not-get-an-extra-slice-for-the-same-price)Phone. Sprint's Power Pack Plans have the same number of voice minutes at the same cost as the whyPhone, plus unlimited nights and weekends starting at 7 p.m. (instead of 9 p.m.). After adding the 300-text-messages plan and \$15 unlimited Vision data plan, the price is still the same as the equivalent whyPhone plans, but Sprint provides one hundred more text messages per month and additional content (e.g. Sprint TV, Sprint Radio, NFL Mobile, unlimited picture and video messages, etc.). For more details, visit the pricing fact sheet at www.sprint.com/whyphone.

11. why(be-shut-out-of-shows)Phone. Sprint is currently the only U.S. carrier to offer certain streaming radio applications such as Pandora and SIRIUS as well as streaming video (with both horizontal and vertical view options) such as Sprint Movies full-length movies and Power View exclusive sports and entertainment shows. Even better, since this content streams, it doesn't download to the phone, so it doesn't fill up memory space and doesn't require a wired computer connection.

12. why(not-find-your-perfect-match)Phone. Sprint offers more than 500 data applications to choose from (e.g. music, video and games) and other content that can be found easily on the phone's menus and downloaded quickly over the air.

13. why(not-choose-your-own-mobile-makeover)Phone. While the whyPhone only comes in one look (which is black/silver, somewhat large and not a flip), Sprint offers extensive designs, including many colors (e.g. red, black, pink, blue, brown, silver, white), both flip (i.e. clamshell shape) and non-flip (i.e. candy-bar shape) options and sizes that range all the way to ultra thin.

14. why(have-to-get-all-handsy)Phone. Sprint allows customers to go virtually hands free with voice dialing. Customers speak either the digits of a phone number or a name in their address book, and their phone automatically connects the call.

15. why(not-make-pictures-more-moving)Phone. Many Sprint devices allow full-motion video to be captured, so while a single picture may say a thousand words, whyPhone users won't be able to record video and audio to say millions more.

16. why(not-get-the-full-message-across)Phone. With the whyPhone, the only way to send a picture is with a compatible email account, and there's an extra step to include the picture as an attachment. However, Sprint allows both pictures and videos to be sent quickly and easily from the camera via Picture Mail and Video Mail, and an email account is not required.

17. why(risk-running-out-of-juice)Phone. Batteries on Sprint phones and devices are removable, so they can be swapped out with a spare battery in case a charger isn't nearby. When a battery does eventually run out of life completely, the entire device doesn't have to be shipped back to the manufacturer for a replacement to be installed either.

Additionally, especially when considering value for the money, Sprint delivers several features that are expected to be comparable to the whyPhone, including phones with 2.0 megapixel cameras, Bluetooth technology and photo management capability. Sprint also offers an advanced web browser with Microsoft Windows Live Search. For more information about Sprint's benefits, visit www.sprint.com/whyphone for links to related press releases, fact sheets, images and b-roll.

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