

August, 2009

To: All Page Plus Dealers

### **Announcing *Unlimited Talk n Text*, Our New \$39.95 Unlimited Plan**

You have been telling us how important it is to have a competitive unlimited plan, and we have listened and responded. We are pleased to announce this great news: This month we are introducing a new service plan that includes unlimited voice, unlimited text messaging, and 20 megabytes of data for only \$39.95 per month! The \$39.95 price will make the new plan, called ***Unlimited Talk n Text***, the lowest-priced plan of its kind.

In addition to having unlimited voice and text messaging, the plan also provides 20 MB of data transfer for things like browsing the Web and e-mailing. MMS (Multimedia Messaging) will be \$0.10 per message plus a data transfer charge of \$0.0006 per kb (\$0.60/MB). The data transfer charge for MMS will draw from the 20 MB available in the Plan, or from the account balance if the 20 MB has been used up for the month. There are no hidden fees or taxes.

Here are some important details about the new plan, how it is activated and refilled, and what will happen to the original *Talk n Text* (1,500 voice/1,500 text) plan cards and PINs:

1. Original *Talk n Text* (1,500/1,500) cards/PINs already in the market will in effect become cards/PINs for the new *Unlimited Talk n Text* plan. The new Unlimited plan can be activated either by purchasing a new *Unlimited Talk n Text* card/PIN, or with the purchase of an original *Talk n Text* card/PIN after the new plan has launched.
2. Purchasing one of the two cards/PINs mentioned above is the only way to activate the new Unlimited plan. Our Customer Service representatives will not be able to switch a customer to this new plan using an existing account balance or Standard plan cards/PINs. Even customers currently on the 1,500/1,500 plan will not be automatically switched to the new Unlimited plan - they must purchase one of these two cards/PINs.
3. After a customer has switched to the new *Unlimited* plan by purchasing an initial card/PIN, they can refill their account going forward with additional *Unlimited Talk n Text* cards, original *Talk n Text* (1,500/1,500) cards or Standard plan cards, as long as they put at least \$39.95 a month into their account. If \$39.95 is not available in the customer's account on their monthly renewal date, they will be charged \$0.12 per voice minute and \$0.15 per text message.

We're sure this plan is going to take off like wildfire and be a huge seller for you. This plan will surely sell itself, but we will also be driving customers to your door by informing them about it through an advertising campaign that features radio, billboard and Internet advertising.

In light of all that's going on right now in our industry and in the world in general, we have a window of opportunity right now to really make great strides with Page Plus to consumers, and *Unlimited Talk n Text* is the silver bullet that's going to help you sell more and increase your revenue. Thank you for your continued support.