

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.

Press Release

Page Plus Cellular Announces \$39.95 Unlimited Cell Phone Plan

Holland, OH, August 7, 2009 – **Nationwide** prepaid cell phone service provider [Page Plus Cellular](#) today announced a new unlimited service plan for \$39.95 a month. The new *Unlimited Talk n Text* plan includes unlimited voice, unlimited text messaging, and 20 megabytes of data. The \$39.95 price makes *Unlimited Talk n Text* the lowest-priced plan of its kind in the prepaid wireless market.

In addition to providing unlimited voice minutes and text messaging, the plan also provides 20 MB of data transfer for Web browsing, e-mailing and downloading applications from its app store which became available in July.

Dean McDowell, Page Plus Chief Financial Officer, said, “Right now, people are looking for the best value in all areas of life, be it wireless service, or any other part of their monthly budget. This plan simply provides quality wireless service at an unbeatable price. The coverage we offer, the variety and cost effectiveness of our handset selection, and the price of this plan make it a plan that will change the way people think of prepaid wireless service.”

Unlimited Talk n Text has no hidden fees or taxes, and customers who switch to the plan can replenish their account and even set up automatic monthly refills through the Page Plus Web site. They can also bring (“port”) their existing phone numbers with them to the new service from other plans or from landlines.

Page Plus Cellular operates on a nationwide network, giving it an advantage over other carriers who only operate regionally or in certain metro areas. Customers have the best possible coverage area, and the reliability of the network means fewer dropped calls. Plus, there are no long distance charges.

Prepaid cell phone service, which can cost 50% to 75% less than contract-based (postpaid) plans, is expected to grow to 20% of the U.S. market by yearend, according to wireless industry consultant Chetan Sharma. In light of current economic conditions, industry experts have predicted an annual growth rate of 14% for prepaid service, versus only 4% for traditional postpaid service.

Page Plus Cellular is a prepaid cell phone service provider with nationwide coverage on America’s largest and most reliable wireless network. Page Plus is consistently ranked among the top prepaid service providers for low rates, flexible plans and exceptional customer service.