

11.11 THE TIMES

The latest in products, services, and pricing revealed.



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Hot Topics

SPG Sales Portal Updates

This month, the VMU pages on the SPG Sales Portal will become available in Spanish! Launch details are coming soon.

Samsung Galaxy Prevail Software Upgrades

The Samsung Galaxy Prevail gets even better! There are a number of software upgrades that will take place this month. Please see below for details:

This software enhancement includes an Operating System update to Android 2.3 (Gingerbread):

- Updated color scheme that simplified visual theme
- Improved cut-paste functionality that allows customers to select words and copy them to the clipboard
- New integrated download application that makes it easier to access your downloaded files
- Power management application added, along with task killer

The post-launch software enhancements provide the following fixes:

- Updated Privacy alert under Settings – Legal information
- Updated Poynt app
- Updated SVNGR app
- Removing Twidroid app
- Fixed Google calculator not calculating decimal #s
- Updated Google patch for security enhancement
- Fixed phone lock up issue at boot-up
- Fixed lock up issue with Pandora® app
- Fixed reset issue with cable being disconnected

Reminder: Boost Mobile Plan Refresh

On 10/6/11, Boost Mobile changed the landscape of the existing Boost Mobile portfolio and implemented some pricing updates. These changes included a price increase on the Pay As You Go per minute and text rates to 20¢ and a new Android Monthly Unlimited plan that requires an additional \$5/month for CDMA Android devices.

Please remember, Grandfathered Samsung Galaxy Prevail Android customers that change their existing Samsung Galaxy Prevail device to ANY CDMA Android device (Samsung Galaxy Prevail, Samsung Transform Ultra, ZTE Warp & any future CDMA device) will also be required to pay an additional \$5/month on the new Android Monthly Unlimited Plan.

Important Information regarding Samsung Galaxy Prevail Activations:

Effective 10/6/11, some existing CDMA customers that upgrade to a Samsung Galaxy Prevail Android device will be able to stay on their current Monthly Unlimited Plan instead of being required to pay an additional \$5/month on the Android Monthly Unlimited Plan. We are working diligently to fix this issue since ALL customers upgrading/ swapping to CDMA Android devices are required to pay an additional \$5/month. We need your help to correct this issue manually until we are able fix this issue on our back-end.

Continued ►

Hot Topics

Please perform the steps outlined in the “How To” guides, posted on the Sales Portal, when performing a handset swap to the Samsung Prevail Android device. The “How To” documents for the below handset swap scenarios can be found at the following path: **boostmobilesales.com > Training > Sales Portal Training > “How To” Documents > Handset Swaps:**

- Upgrading an existing CDMA Non-Android customer to a Samsung Galaxy Prevail Android device
- Swapping an existing Samsung Prevail customer to another Samsung Galaxy Prevail Android device

By performing these steps, we are ensuring that customers upgrading to the Samsung Prevail are correctly placed on the Android Monthly Unlimited plan after the handset swap and that ALL customers are paying the correct monthly payment for their Android device. This also ensures maximum monthly replenishment revenue for all retailers (i.e. \$55 vs \$50), and it helps maximize residuals for our Branded Retailers.

Spartan Initiative coming soon to the Indirect Channel

The Sprint Prepaid Group executed a contract with ePay on September 24th 2011 to support airtime processing exclusively in the Indirect channel. Formerly named Project Barbados, the SPARTAN (Sprint Prepaid Authorized Retailer Top-up Advantage Network) initiative will offer several improvements to Sprint and the channel regarding effective management of airtime distribution.

A press release was provided to industry publications on September 29th 2011 to formally announce the change. To view the press release, please visit **boostmobilesales.com > Library > Indirect Channel > Sprint-ePay Press Release**. Additional detail will be provided through the SPG Sales team and Master Agents over the next couple of months.

Virgin Mobile Phone Number Change Fee

Please be advised that on November 12th, Virgin Mobile's phone number change fee, via Customer Care, will increase from \$10 to \$15. There will also be a \$10 charge to customers who wish to change their phone numbers via Self Service.

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The Training Corner



Game Time!

This is the time of year that you have been waiting for. All the sales you've had all year were just regular season games, profitable for your pockets but also preparation for the championship we call Holiday Season. Below are a few tips to help you get those championship rings (5 Goooolden Riiings!).

#1 Practice, Practice, Practice

No professional player performs at peak levels if they aren't in top shape. The way you can get into top shape is by always refreshing your skills:

- Role play sales scenarios with your staff or fellow co-workers.
- Brush up on your product knowledge with CyberScholar courses.

Available Now: Virgin Mobile - LG Optimus Slider

Coming Soon: Boost Mobile ZTE Warp & Boost Zone

- Keep your teammates sharp by quizzing their product knowledge.

#2 Game Film

Okay, so it probably isn't a good idea to film your competitors, but here are a few things you might want to do.

- Study competitors websites for new offers.
- Find the competitors weaknesses in regards to coverage area or caveats in their rate plans.
- Mystery shop the competition to gain more knowledge.

#3 Rely on your Bench

The bench is always expected to keep the team moving forward when the starters sit. When your store is slow, it's time to call on your bench for sales. Hopefully you have kept a contact list of old customers you can call on for referrals. It's never too late to start building your bench. Start today with new customers!

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NOW AVAILABLE: LG Optimus™ Slider from Virgin Mobile

Get your hands on the LG Optimus™ Slider, new from Virgin Mobile! With a 3.2" Touchscreen, slide-out QWERTY Keyboard, and a 3.2MP Camera all on the Android 2.3 OS, you won't be able to keep your hands off!



Features

- 3.2" Touchscreen and QWERTY Keyboard
- 3.2MP Camera
- 3G & WiFi Capable
- Android 2.3 OS
- Bluetooth 2.1

MSRP \$199.99 (excludes taxes)

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The Only 'Real Deal' This Holiday Season!

Get the hottest Android-powered phones on great Beyond Talk plans. Unlimited data and messaging included on all plans, starting at just \$35/month. All on the nationwide Sprint® 3G network, no contract.

Beyond Talk Plans	Web, Data, Messaging, & Email 	Anytime Minutes 
\$35/mo.	UNLIMITED	300 min.
\$45/mo.	UNLIMITED	1200 min.
\$55/mo.	UNLIMITED	

BEYOND TALK PLAN ADDITIONAL MINUTES ARE 10¢ EACH. TAXES AND FEES INCLUDED, EXCEPT FOR THOSE CHARGED AT POINT OF PURCHASE, SUCH AS STATE AND LOCAL SALES TAXES AND FEES. PRICING FOR DOMESTIC CALLS AND MESSAGES ONLY.

All Monthly Plans Include Unlimited Web, Data, Messaging, & Email

Don't forget about our other hot handsets during the Holiday Season!

Motorola Triumph™:



Android™ Gone Wild. Rev up your smartphone experience with a superfast 1GHz processor, 4.1" touchscreen, 5MP camera, front-facing VGA camera, 720p HD camcorder with HDMI output, Google Maps with Navigation™, Android Market™, and more. All on the Android 2.2 platform and for \$299.99.

LG® Optimus V™:



Experience Android 2.2 on this 3G & Wi-Fi capable smartphone. Navigate on a 3.2" touchscreen with a virtual QWERTY keyboard and Swype® text entry. Check in with Gmail™, Twitter®, and YouTube™. Download apps from Android Market™. And get your personal and corporate email on the go, all for just \$129.99.

Samsung Intercept™:



This 3G smartphone features a 3.2" touchscreen, Android Market™, & 3.2MP camera at the new low price of \$99.99.

VIRGIN MOBILE SERVICE IS SUBJECT TO TERMS OF SERVICE FOUND AT VIRGINMOBILEUSA.COM. Int'l services extra. Prohibited data uses apply. State and local sales taxes and fees may apply when adding funds to your account. Pricing and service details subject to change. Coverage is not available everywhere.

Activate Virgin Mobile® phones at boostmobilesales.com

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It's Back! Virgin Mobile Broadband2Go's Free \$20/500MB Promotion

Starting November 8th, new customers who purchase AND activate a Virgin Mobile Broadband2Go device (MiFi or USB Device), are eligible to receive one FREE month of the \$20/500MB plan or 500MB (whichever comes first).

Promotion Details:

- November 8th - December 31st
- All Broadband2Go MiFi and USB devices sold AND activated during the timeframe listed above are eligible for the free promotional offer. This applies to new customers only.
- **ZTE Peel purchases are NOT eligible for this promotion**
- The \$20/500MB plan must be the first plan purchased by the customer during the promotional period. Customers cannot purchase another plan and attempt to migrate to the \$20/500MB plan, as migration is not permissible

Here's How it Works:

- Once the customer activates their device and selects the Free Trial, they will receive an email that explains details of the promotion
- **Three days** before the promotion expires, the customer will receive another email advising them to add money to their account and to select a new plan

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Virgin Mobile Phones

Android™ Touchscreen with
Slide-Out QWERTY Keypad



Samsung Intercept™

MSRP \$99.99
(excludes taxes)

Stylish Design with Touchscreen
& Slide-Out QWERTY Keypad



LG Rumor Touch™

MSRP \$99.99
(excludes taxes)

3G & Wi-Fi Capable
3.2MP Camera & Camcorder



LG Optimus V™

MSRP \$129.99
(excludes taxes)

3G QWERTY
2.0MP Camera & Camcorder
Navigation
Bluetooth®



Samsung Restore™

MSRP \$79.99
(excludes taxes)

Wi-Fi & 3G Supported
Access to BlackBerry® App World™



BlackBerry® Curve™ 8530

MSRP \$179.99
(excludes taxes)

Android®-Powered Smartphone
3G & Wi-Fi Capable
Vibrant 4.1" Touch Screen



Motorola Triumph™

MSRP \$299.99
(excludes taxes)

Coverage not available everywhere. Visit virginmobileusa.com for a detailed map to check coverage in your area and for latest pricing and service details.

Activate Virgin Mobile® phones at boostmobilesales.com

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Virgin Mobile Phones (cont'd)

	Plan Eligibility Chart		
	SRP	Beyond Talk Offer	payLo Offer
Kyocera S2300	\$49.99	x	x
Loft	\$49.99	x	x
Rumor 2	\$89.99	x	x
Rumor Touch™	\$99.99	x	
LG Optimus V™	\$129.99	x	
BlackBerry® Curve™ 8530	\$179.99	x	
Samsung Intercept™	\$99.99	x	
Samsung Restore™	\$79.99	x	
Motorola Triumph™	\$299.99	x	
JAX	\$9.99	x	x
TNT!	\$9.99	x	x
Flare	\$19.99	x	x
M340	\$29.99	x	x
Mantra	\$39.99	x	x
Kyocera S2100	\$29.99		x
LG101	\$14.99		x
LG200	\$49.99		x

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Virgin Mobile Broadband2Go Devices

Mobile Hotspot that Lets You Connect
up to 5 Wi-Fi-Enabled Devices
3G Wireless Internet, No Contract



MiFi® 2200
MSRP \$149.99
(excludes taxes)

Access the Internet,
Email, Music, and More
— all at 3G Speed



INDIRECT
EXCLUSIVE

PEEL™ 3200 by ZTE
MSRP \$29.99
(excludes taxes)

Apple® iPod Touch® not included.

USB Device Lets You Get 3G Mobile
Broadband Access on the Go
Surf the Web, Check Email,
Download Files, and More



Ovation MC760
MSRP \$79.99
(excludes taxes)

Coverage not available everywhere. Visit virginmobileusa.com for a detailed map to check coverage in your area and for latest pricing and service details.

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COMING SOON: ZTE Warp from Boost Mobile

Just in time for the holidays! Boost Mobile is launching the ZTE Warp, exclusively with our Indirect Retailers this month. With the ZTE Warp, customers can capture and share life's best holiday moments from the highest resolution camera and largest screen in the Boost line-up. Wrap one up for a customer today!



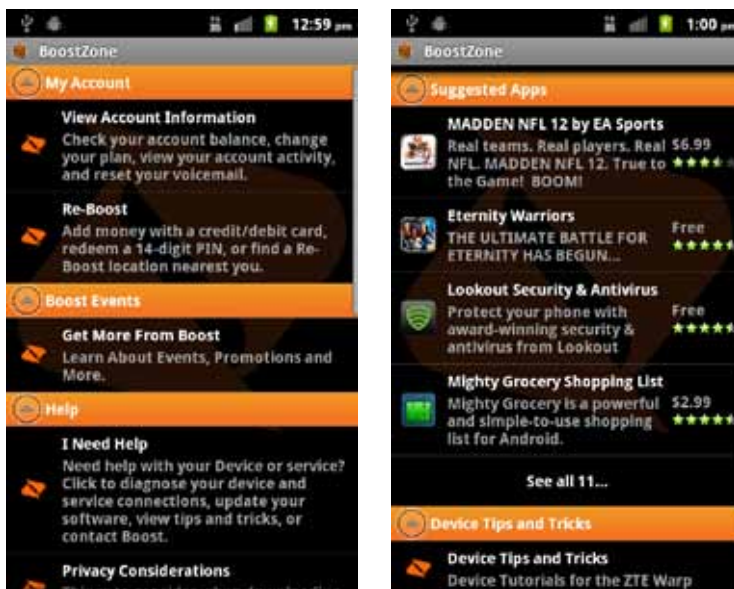
Features:

- + Android™ 2.3 with Access to Android Market™
- + 4.3" Touchscreen
- + 5MP Camera with Video
- + GPS Enabled
- + Stereo Bluetooth® Technology
- + Easy Access to Gmail™ and Google Talk™

Indirect Exclusive
ZTE Warp
MSRP: \$249.99 (excludes taxes)

Boost Zone Helps Customers Stay Connected!

Boost Zone provides Boost Mobile Android customers a single place to keep up to date with mobile self-help, account information, device related tips and tricks, information about availability of new products & services, and the ability to activate their handset on their own.



Boost Zone includes access to:

- + Account Information
- + Help
- + Boost updates
- + Suggested Apps
- + Phone Tips & Tricks

Purchase an Android device today and start enjoying the flexibility of Boost Zone!



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Mobile ID

Mobile ID delivers a customized Boost Mobile experience that allows you to:

- + Easily manage your Boost Mobile account
- + Keep up with email and text messages
- + Connect with friends on Facebook®, MySpace® and Hookt
- + Quickly access your favorite websites and popular applications like Telenav, GPS Navigator, etc.

Key Features:

- + Mobile ID allows customers to easily and quickly customize their device to fit their unique lifestyle and interests
- + FREE to download (premium applications and services within pack to purchase)
- + Users may have up to 5 Mobile ID packs at one time
- + Users can quickly switch between multiple ID packs
- + Users can access Android Market™ and customize downloaded IDs.
- + ID partners provide ready-to-use branded experiences from some of today's top entertainment and lifestyle brands, including MTV, E!, ESPN, and more
- + Mobile ID also offers 3 packs (Futbol, Latino, Mujer) dedicated to Spanish language customers

To learn how to install the initial Mobile ID pack and download new ID packs, please reference the instructions provided on the Sales Portal at boostmobilesales.com > **Library** > **Indirect** > **Mobile ID Download Instructions**.



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Boost Mobile Referral Program: Having Friends Pays!

The Boost Mobile Referral Program rewards select Boost Mobile Monthly Unlimited customers who invite their friends and family members to join them on Boost Mobile. The Boost Mobile Referral Program is an opportunity for you to drive incremental customer activations by leveraging the store's customer base. Each customer who makes 3 successful monthly payments will receive a referral code. These new referrals will enable you to earn the same compensation as other new customers, which will include margin on the handset, replenishment transaction, and a residual for our ER/SR/PR locations. New referrals also drive loyalty to your store and create repeat business. It couldn't be simpler!

Referral Credit Qualification Guidelines

Current Customer Qualifications:

- + Select Boost customers who make 3 successful monthly payments on their payment date will receive a unique 12-digit numeric referral promo code to share with friends and family members.
- + The unique 12-digit numeric referral promo code will expire 90 days from the day the code is issued, or when they make 3 successful referrals, whichever comes first.
- + Upon successful activation on a Monthly Unlimited Referral plan by a friend or family member with the unique referral promo code, the customer's account will be credited with \$25, possibly up to 4 weeks post activation.

Referral Customer Qualifications:

- + Select Referral Customers can only activate with their referral code on **boostmobile.com** OR through the Sales Portal (boostmobilesales.com) at a select retail location.
- + The referral customer must enter the valid unique referral promo code during the activation process.
- + Sign up for an applicable Monthly Unlimited Referral Plan, such as \$50 Monthly Unlimited Referral plan or BlackBerry Referral plan. The Referral plans include Shrinkage – for every 6 on-time payments their monthly payment will shrink by \$5.
- + Pay full monthly payment at the point of activation.
- + A \$25 credit will be applied to the customer's account, possibly up to 4 weeks post activation.

Please visit boostmobile.com/referral for more details.

Monthly Unlimited with Shrinkage Self-Care Receives Great Reviews!

During the month of June, Boost Mobile implemented a number of self-care updates, for Monthly Unlimited with Shrinkage, to help you better assist your customers. From the feedback we've gotten so far, it's been a good thing!

Here's what some people are saying:

"Yes, this is a valuable tool. Much better than the way we used to have to do it by calling in every time."

"It makes it easier to find out what minimum payment is required, since many times the customer doesn't know. I like it!"

"The ability to get quick answer on this has increased our stores ability to assist customers and has helped them speed up the process in finding this information. This is a great tool!!"

Self-care Capabilities

- + Shrinkage Status – Enrolled/Not Enrolled
- + Number of On-Time Payments Made
- + Number of On-Time Payments Needed
- + Next Savings Milestone Plan
- + Date of Last On-time Payment
- + Customers can move back to their lower Shrinkage price plan through all self-care channels, including 'My Account' from their handset or at **boostmobile.com**.

Note: There may be up to a 24 hour delay in seeing current status and on-time payment amounts.



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CDMA.X Series and CDMA Series Phones

Stylish Flip Design Full QWERTY Keypad
Wi-Fi & GPS Enabled
Included 8GB microSD



BLACKBERRY® Style™ 9670
MSRP \$199.99 (excludes taxes)
cdmaSeries

Hands-Free Bluetooth®



SAMSUNG® Factor
MSRP \$49.99 (excludes taxes)
cdma.xSeries

2.6" Hi-Res
Touchscreen
Display



SAMSUNG® Seek
MSRP \$79.99 (excludes taxes)
cdma.xSeries

Android 2.2 with Access to
Android Market™
3.2" Touchscreen



SAMSUNG Galaxy Prevail™
MSRP \$149.99 (excludes taxes)
cdmaSeries
-Rev A in select areas

Full QWERTY Keypad



SANYO® Juno™
MSRP \$39.99 (excludes taxes)
cdma.xSeries

Optical Trackpad



BLACKBERRY® Curve™ 8530
MSRP \$179.99 (excludes taxes)
cdmaSeries

Android OS 2.3
3.2" Touchscreen
Slide-out QWERTY Keypad



SAMSUNG Transform Ultra™
MSRP \$229.99 (excludes taxes)
cdmaSeries

Full QWERTY Keypad



SANYO® Incognito™
MSRP \$79.99 (excludes taxes)
cdmaSeries

External Touch-Sensitive Keypad
3.2MP Camera with Video



SANYO® Innuendo™
MSRP \$99.99 (excludes taxes)
cdmaSeries

Full QWERTY Keypad
1.3MP Camera w/ Zoom



MOTOROLA® Theory
MSRP \$79.99 (excludes taxes)
cdmaSeries

CDMA and CDMA.X Series phones operate on the Nationwide Sprint Network reaching over 278 million people nationwide. CDMA phones provide an enhanced data experience on the Sprint 3G network, using EVDO standard (Rev-O or Rev-A). CDMA.X Series phones provide a data experience using the 1xRTT standard.

CDMA Series Only: 3G services operate on the Sprint 3G Network. Coverage not available everywhere. Restrictions apply.

Activate Boost Mobile® phones at boostmobilesales.com

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iDEN Series Phones

Walkie-Talkie is available on all iDEN series phones

Nationwide Walkie-Talkie
Digital Camera



MOTOROLA i412™
MSRP \$69.99
(excludes taxes)

Full QWERTY
Keyboard



MOTOROLA Clutch™ i465
MSRP \$49.99
(excludes taxes)

Nationwide Walkie-Talkie
Full QWERTY Keypad



MOTOROLA Clutch+ i475™
MSRP \$99.99
(excludes taxes)

Also Available: Boost Mobile® Starter Kit, MSRP \$29.99 (available for most phones). Starter Kits available with select iDEN Series Boost and Nextel® phones. iDEN Series phones are not available to dealers in Puerto Rico or The USVI. See in-store materials for details. Prices may vary by retailer/channel. Restrictions apply (all MSRPs exclude taxes). For information on current rates and service plans, please refer to boostmobile.com.

Activate Boost Mobile® phones at boostmobilesales.com

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Get More When You payLo®

Virgin Mobile and Boost Mobile aren't always right for every customer. For customers who want an incredible value at lower prices, payLo by Virgin Mobile is the best bet.

Many customers on an unlimited plan only do so because they like the security blanket of not going over a set amount of minutes. As a trained wireless professional, use your knowledge and skills to find the right plan based on the customer's real life usage. If you are convinced that the customer uses less than 1500 minutes per month, help them save the \$15-\$20 they would spend on an unlimited plan by getting them on the payLo 1500 Minute plan.

Also, don't forget that payLo offers great handsets including full QWERTY camera phones at value prices. Saving a customer's money now will make them a customer for you in the future.

MONTHLY PLANS

Talk & Text **\$30/Month**

1500 Minutes &
1500 Messages
PLUS 30MB Web Access

Talk **\$20/Month**

400 Minutes

PAY AS YOU GO

Basic Rate **20¢/Min.**

Top-Up Value	Days of Service
\$10.....	45 days
\$20.....	90 days
\$90.....	365 days

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payLo® by Virgin Mobile – Get More When You payLo

payLo Phone Line-up



Kyocera S2100
MSRP \$29.99
(excludes taxes)

FEATURES

- › Camera Flip Phone
- › External Color Display
- › Hands-Free Bluetooth® Technology
- › Mobile Web Enabled
- › Voice-Activated Commands
- › Speakerphone
- › Voicemail & Caller ID



LG 101
MSRP \$14.99
(excludes taxes)

FEATURES

- › Slim Talk & Text Phone
- › Speakerphone
- › 1-Touch Speed Dial
- › Quick Volume Keys
- › Voicemail & Caller ID
- › Mobile Web Access
- › Store Up to 600 Contacts
- › Quick Contact Lookup



Kyocera S2300
MSRP \$49.99
(excludes taxes)

FEATURES

- › Full QWERTY Keypad
- › 1.3MP Camera
- › Hands-Free Bluetooth® Technology
- › Web Access
- › Speakerphone
- › Email & IM (Yahoo!®, AOL®, Windows Live® & Gmail®)



LG200
MSRP \$49.99
(excludes taxes)

FEATURES

- › Full QWERTY Keyboard
- › Text and Messaging
- › Camera
- › Hands-Free Bluetooth®
- › Mobile Web Access
- › Email & IM (Yahoo!®, AOL®, Windows Live® & Gmail®)

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Activate Virgin Mobile® phones at boostmobilesales.com