

Cingular Nation \$29.99 GSM PLAN – 200 Anytime minutes/1000 Night & Weekend minutes

START AND END DATE

Market: New York City / Northern New Jersey **Launch Date:** Thursday, February 9, 2006

OVERVIEW

Cingular Nation \$29.99 GSM Plan with 200 Anytime Minutes and 1000 N&W Minutes (no rollover, no M2M, no FamilyTalk) is now available for new activations and migrations, and offers customers a low price option for those who occasionally use their phone.

While this offer is available to all customers, it will not be supported with any communication to the customer base or in-store merchandising. This plan is designed to help a sales associate as a “SAVE” tactic to overcome objections with customers looking for a lower entry rate plan. This plan may be ideal for so-called “glove box” customers or those interested in having a phone for “emergency use” only.

This offer is to be used only if a customer raises an objection during the sales process. This is not to be used as a “standard” offer and should be used only if standard CSE offers are not acceptable to the customer.

CRITICAL, MUST KNOW/MUST DO

This offer is not being proactively communicated to customers. This is not to be used as a “standard” offer and should only be used if standard CSE offers are not acceptable to the customer. This should be used only as a “SAVE” offer.

Customers will not be able to “bolt-on” Rollover, M2M, N&W, or FamilyTalk.

PROCEDURE

Provision the Nation \$29.99 GSM Plan via the standard process. The OPUS rate plan code is **NP70**. To get to this, chose “Select All Rate Plans” when in OPUS. The price plan must be provisioned as per normal rate plan provisioning procedures.

ACCOUNTABILITY/RESPONSIBILITY

- Sales Representatives should be aware of this offer to assist interested customers.