



Paul Posner
Founder & CEO

Strategy:

- Be the low cost leader
 - \$25 unlimited talk, text, pics
 - New, refurbished, flashed phones (using Houdinisoft).
- Don't drop calls
 - Less than 1% dropped calls. Superior in-building coverage
 - Better than Sprint, TMobile, AT&T, Cricket. On par with Verizon.
 - Wide area local system as good as or better than all competitors.
- Answer the phone
 - In house call center staffed by local people (in each market) open 24/7/365.
 - average speed of answer less than 12 seconds
- Be everywhere, open 7 days a week.
 - Massive retail distribution. 150 company stores in 3.5 million pop coverage area
 - Favor direct distribution over indirect
 - indirects typically non-exclusive
 - Aggressive media spend, price driven message

Launch dates:

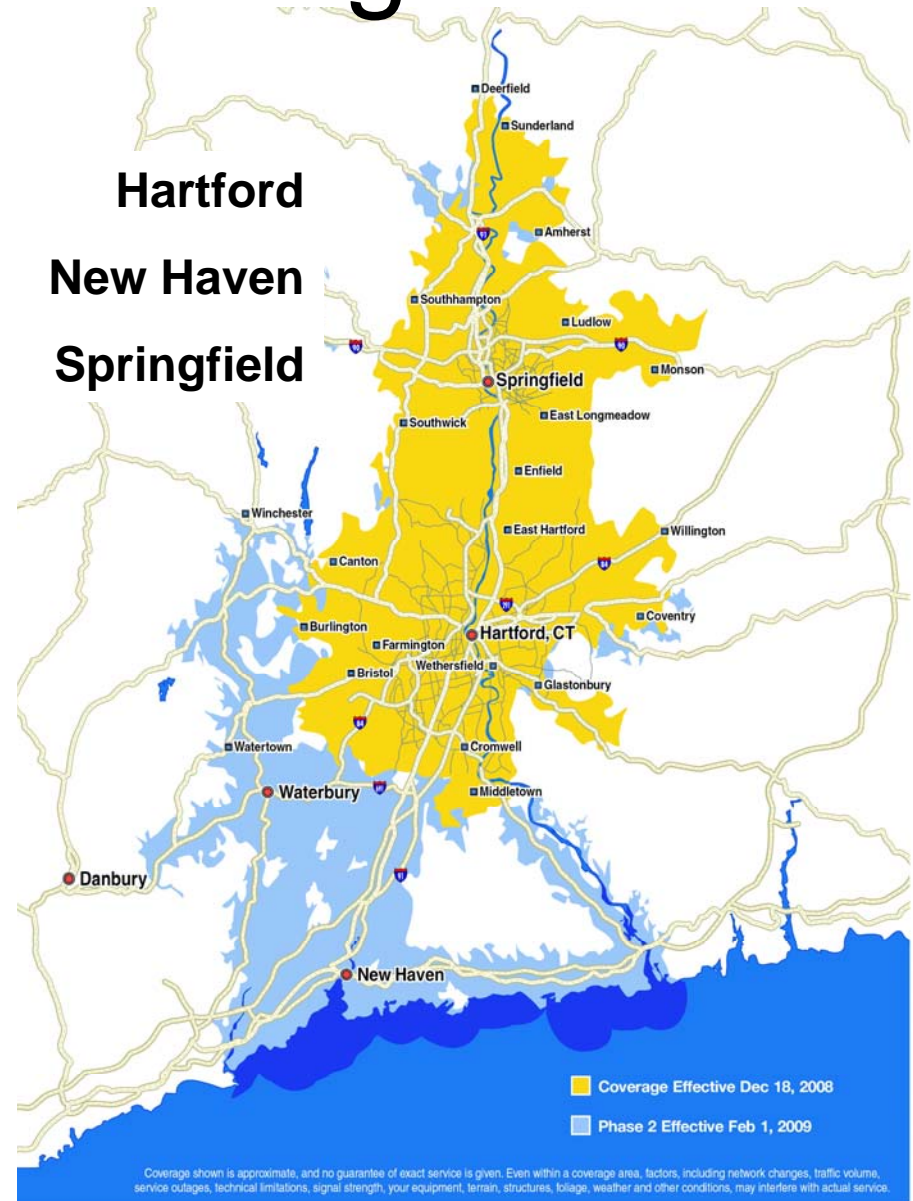
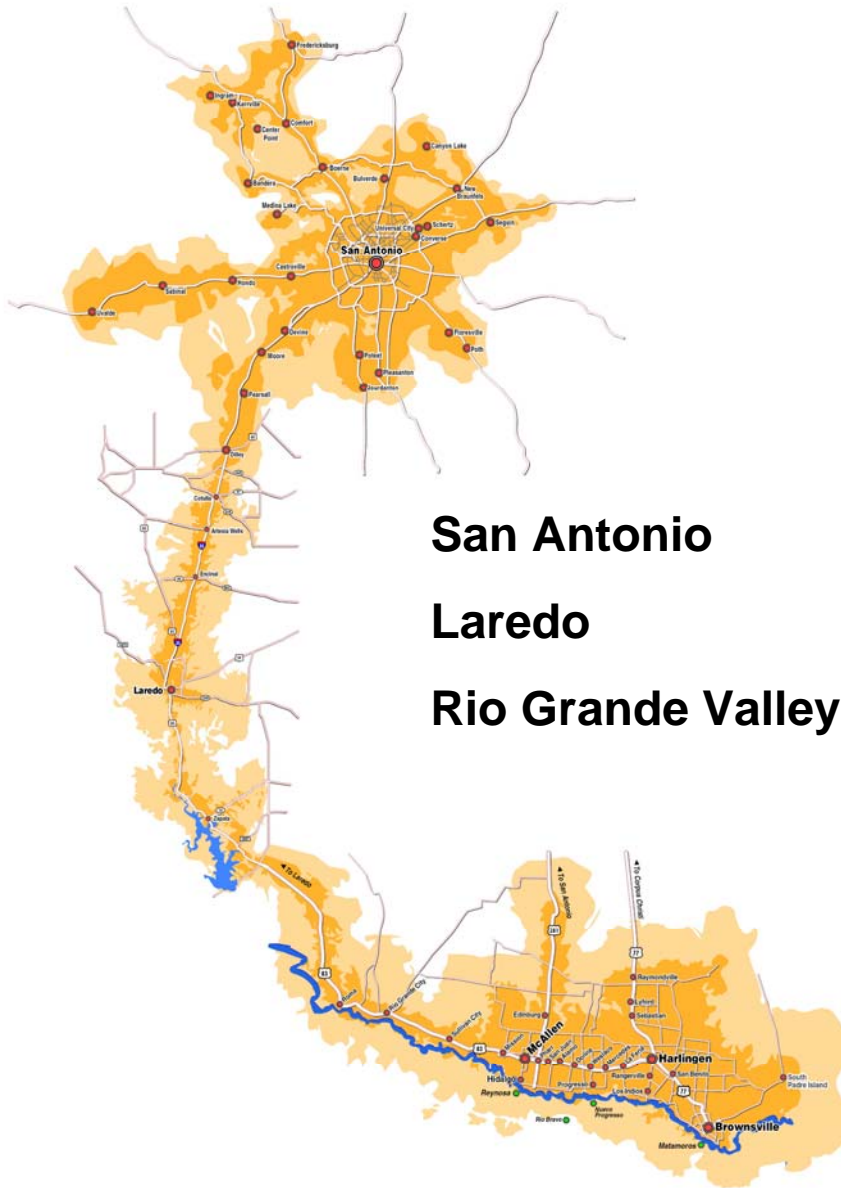
- San Antonio TX- June 2006
- Laredo TX- December 2006
- McAllen Harlingen Brownsville TX- June 2007
- Hartford CT, Springfield MA- December 2008

Results:

- Cash flow positive within 9 months of startup (including overhead and corporate costs).
 - Expansion markets CF positive in less than 3 months.
- 300,000 subscribers after 2 yrs in operation.
- 10% penetration in expansion markets in less than one year.
- Despite head to head competition with another flat rate provider in all markets.
 - outsell Cricket every month, often 2 : 1
- NE – will be only “local” flat rate mobile provider in CT/west MA



Network Coverage



\$25 mo
UNLIMITED
 LOCAL
 TEXT
 PICTURES

Pick a plan
 that fits your
 wireless needs...
 they'll all save
 you money
 and you'll get
 great service!

\$30 mo
UNLIMITED
 plus...
 LONG DISTANCE

\$35 mo
UNLIMITED
 plus...
 TEXT TO MEXICO
 FEATURES*

\$40 mo
UNLIMITED
 plus...
 UNLIMITED WEB
 UNLIMITED DIRECTORY
 ASSISTANCE

INTRODUCING OUR NEW RATE PLANS

Pocket does it again. Get more for less.

Plan Features	\$25 Per Month	\$30 Per Month	\$35 Per Month	\$40 Per Month
<small>Includes San Antonio, Laredo, & RGV</small> Local Calling	Included	Included	Included	Included
SMS – Text Messaging	Included	Included	Included	Included
MMS – Picture Messaging	Included	Included	Included	Included
Unlimited Long Distance	–	Included	Included	Included
SMS – Text Messaging Mexico	–	\$3.00 mo.	Included	Included
VoiceMail, Caller I.D, Call Waiting	–	–	Included	Included
Call Forwarding, 3 Way Calling	–	\$3.00 mo.	Included	Included
Unlimited Directory Assistance	–	\$3.00 mo.	\$3.00 mo.	Included
Unlimited Web	–	\$5.00 mo.	\$5.00 mo.	Included
SMS – Text Messaging International	–	\$5.00 mo.	\$5.00 mo.	\$5.00 mo.
Handset Protection	\$5.00 mo.	\$5.00 mo.	\$5.00 mo.	\$5.00 mo.

*VoiceMail, Caller I.D, Call Waiting, Call Forwarding, 3 Way Calling