

Voice Mail

You can make your Go Phone the ultimate personal message center with the addition of Voice Mail. Activating Voice Mail means your Go Phone is always answered with your own voice — 24 hours a day, 7 days a week. Callers can leave accurate, detailed messages in their own voice. You can retrieve your messages any-time from anywhere with your Go Phone or any touch tone phone.

Voice Mail Benefits

- Your Go Phone records messages when you are unavailable to take a call. Callers never get a busy signal — even when the phone is turned off or you are out of the service area.
- You can retrieve your messages 24 hours a day, 7 days a week from any touch tone phone.

- Enables you to communicate specific information to callers via your customized greeting.
- Incoming messages are in the caller's own voice — direct, detailed, accurate and personal.
- Precise time and date stamping.
- Holds up to 20 messages for 8 days.
- Stores messages up to 2 minutes in length.

To Open Your Voice Mailbox

- Dial your Go Phone number from your Go Phone or any touch tone phone.
- During the greeting, press “#.”
- Enter your password. (First time users enter 1 plus the last four digits of your cellular number.)
- Press “2” to change your confidential password and record your personal greeting.

To Retrieve A Message

- Follow the instructions above and open your mailbox.
- Press “1” to listen to your messages. Your messages will be played one at a time with the oldest playing first. (If you only want to listen to your new, unheard messages, press “11.”)

While Listening To Messages

REWIND 10 seconds: Press 1

REWIND TO BEGINNING: Press 1, 1

FAST FORWARD 10 seconds: Press 3

FAST FORWARD TO END: Press 3, 3

PAUSE the message: Press 2

DATE & TIME information: Press 5

SLOW playback speed: Press 4

SPEED UP playback speed: Press 6

INCREASE VOLUME: Press 9

RETURN TO NORMAL VOLUME:
Press 8

ERASE message: Press 3, 3, 7

SKIP to next message: Press #

EXIT: Press *

After Listening To Each Message

REPLAY the message: Press 4

DATE & TIME information: Press 5

ERASE message: Press 7

SAVE message: Press 9

To Change Your Password

- Open your mailbox.
- Press "2" and follow the mailbox instructions to change your confidential password.

To Change Your Personal Greeting

- Open your mailbox.
- Press 2 and follow instructions to record your personal greeting.
- Your personal greeting may be changed as often as you like.

For questions:

Call our Customer Care Department at 1-800-299-7403 or press "#727 SNI" from your Go Phone.

Go Phone Note!

Airtime charges apply when you use your Go Phone to open your Voice Mailbox and when you retrieve messages. You can also retrieve messages from any touch tone phone at no charge.

1. Summary Of Activity

This section of the invoice summarizes all payments received for the period as well as all charges. Further detail for each category of charges is included on page 3 and 4 of the invoice.

2. Remittance Slip

This portion of the invoice should be returned with your monthly payment to insure your account is credited correctly.

3. Monthly Activity

This section will detail your monthly Go Phone service charge as well as any monthly charges for features you may have. The monthly service charge is prorated so you may be charged only for a partial month on your first invoice depending on when you signed up for service.

4. Airtime And Long Distance

The Airtime and Long Distance Charges section summarizes local airtime charges and any long distance charges you have incurred. Detailed Billing is offered at a low monthly charge and will provide an itemized listing of all calls.

5. Summary Of Airtime Charges

Summary of Airtime Charges lets you know how many minutes you have used, how many minutes were charged and at what rate. The "Category" section indicates the amount of minutes used while in the neighborhood as well as out of the neighborhood. Your first 500 in-neighborhood minutes are included in your Monthly Service so you will see them in the category labeled "Neighborhood - Incl. in Plan". If you use more than 500 In-Neighborhood minutes, you will see a second category that rates those minutes at the higher 40¢ rate.

You will not be billed for busy signals or calls in which no connection is made (answering machines and beepers are considered completed calls). Your Go Phone calls will be rounded up to the next full minute for billing purposes.

6. Roamer Charges

The Roamer Charges section summarizes charges that you have incurred while using your Go Phone outside the state of Florida. You will see Go Phone

airtime charges as well as any long distance charges you have incurred while using your Go Phone from out of state. Taxes for these charges will also appear in this section.

7. Other Charges And Credits

Any adjustments made to your account during the current billing cycle will appear here. This includes but is not limited to: start of service fees and directory assistance charges.

8. Start Of Service

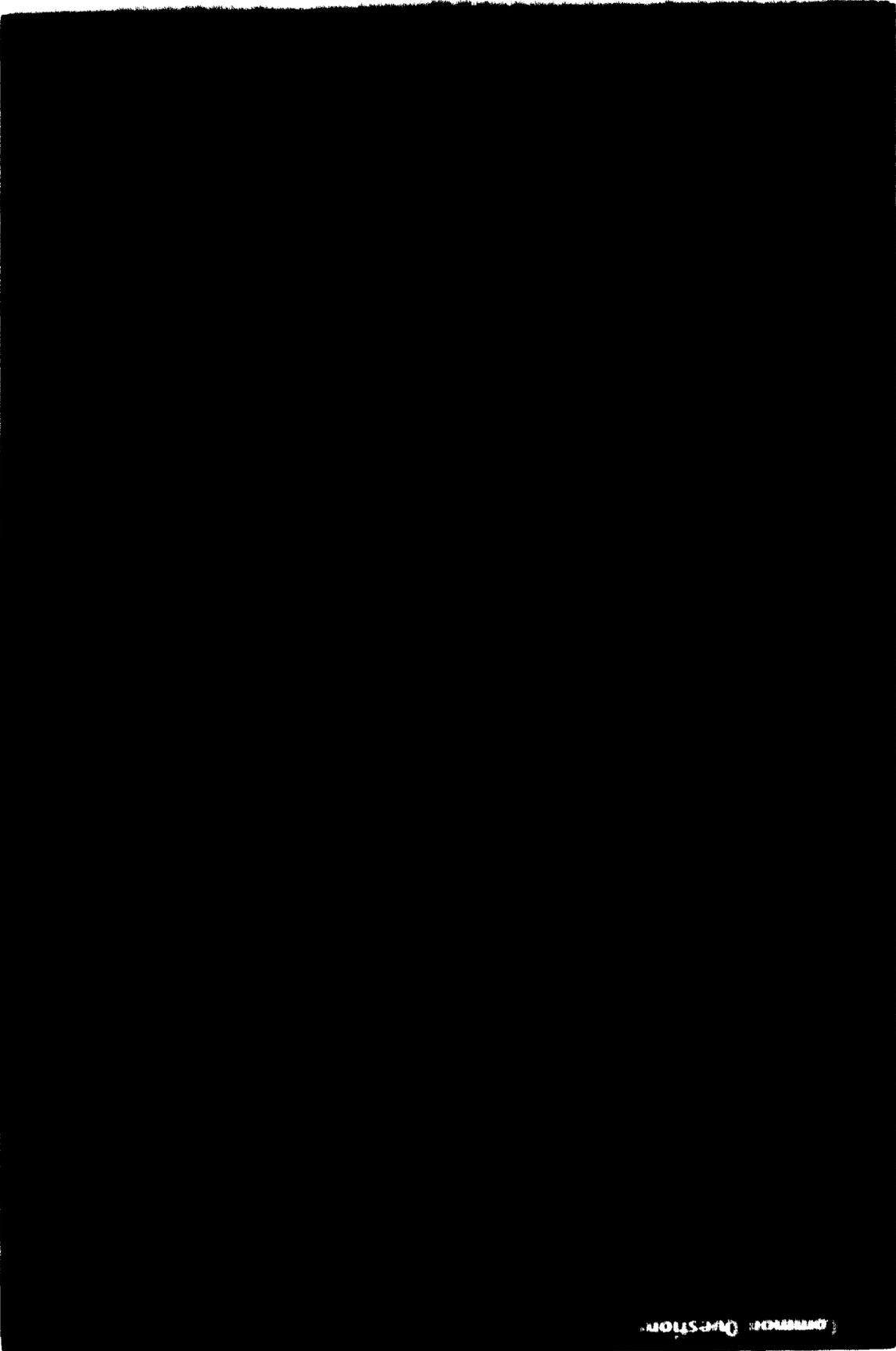
This is a one time charge for starting service, also known as the activation fee.

9. Taxes

Taxes are charged in accordance with state, local and federal regulations.

10. Total Current Monthly Activity

This is the total charge for the current billing period. This total does not include any previous balance.



**Go Phone Answers
Your Questions**

OK, you've unpacked your Go Phone, charged the battery and made your first call. Now what? If you're like most people, you've got some good questions. We've listened to our customers and put together the 20 questions most frequently asked.

1. When can I reach a Customer Care Representative?

Call our representatives by dialing "#727 SND" from your Go Phone or 1-800-299-7403 from any touch tone phone, Monday through Friday from 8AM to 6PM.

2. Why am I charged an activation fee?

The activation fee allows us to fulfill your order and set up your account.

3. How is Go Phone service different from cellular service?

Go Phone service gives you all the mobility benefits that you would get with traditional cellular service. However, it has been specially designed for use in your neighborhood by providing lower rates than cellular service when you use your Go Phone there. Go Phone service is based on the same technology as the new digital cellular technology which utilizes radio frequencies to transmit conversations in digital format.

4. Am I charged for calls when no one is at home or the line is busy?

No. You are only charged for Go Phone calls that are connected. For calls where the telephone is answered, you will be charged from the time you press "SND" until the time you press "END/PWR."

5. What if I have trouble with my Go Phone?

If you have trouble with your Go Phone, you should first call the Go Phone Customer Care department. These representatives are specially trained to troubleshoot your problem over the phone and help you get it resolved quickly.

6. Am I responsible for loss or damage to my Go Phone?

If you are renting your Go Phone, you are responsible for returning the phone in good condition should you decide to discontinue service. Should the phone become lost, stolen or damaged beyond normal wear and tear, you will be responsible for repairing the phone or replacing it at your expense. Included in this package is a brochure on phone insurance that you may wish to purchase.

7. How much do I pay for long distance calls?

You will be billed the normal Go Phone airtime charges based on the location from which you place the call, plus AT&T's standard residential rate which varies depending on the time of day and the place you are calling. As long as you stay within Volusia County, you will not be charged long distance for calls to other Volusia County numbers.

8. How do I get charged for incoming calls?

Incoming calls are billed the same as outgoing calls. You pay the normal Go Phone airtime rate based on where you are when you receive the call. You are not charged long distance rates for incoming calls.

9. Do I get charged when I call my Voice Mail from Go Phone?

You are charged normal Go Phone airtime rates when you make calls to your Voice Mail whether you are changing the greeting or retrieving messages.

10. Can I have more than one Go Phone with the same number?

Currently, you can have more than one Go Phone, but they must have different numbers. In the future, Go Phone plans to introduce an enhancement that will allow you to have more than one Go Phone with the same number.

11. How do I call Directory Assistance and how am I charged?

Calls to local Directory Assistance are made by dialing "411 SND" and are billed at \$.35 per call plus applicable Go Phone airtime rates. Calls made to long distance Directory Assistance (dial "1+AREA CODE+555-1212 SND") are also billed at \$.35 per call plus applicable Go Phone airtime rates.

12. How do I use my Go Phone when I travel out of Florida?

In most major cities throughout the United States, you can use your Go Phone the same way you do at home. If you turn the phone on, your calls will automatically find you. To make calls, you simply dial the area code and the phone number of the person you are calling. If you have any questions when traveling outside of Florida, simply dial "611 SND."

13. Can I pay my Go Phone bill at Cellular One stores?

No. You must make payments directly to Go Phone at the address listed on the invoice.

14. I received my first bill and it just summarizes my calls. Is there a way to get details of all the calls I made with my Go Phone?

Yes. Go Phone offers a feature called Detailed Billing. Available for a monthly charge, Detailed Billing will list all calls that you made, sorted by whether you were In-Neighborhood, Out Of Neighborhood or Roaming. The detail lists the number you called, time of day, number of minutes and cost of call. Long distance calls will also be detailed.

15. *I have the detailed billing option and it looks like I am billed for two calls made at the same time. How can that be?*

Go Phone rounds calls up to the next full minute for billing. That means if you make two calls (one right after the other) that fall into the same minute, they will reflect the same call time on the bill.

16. *A friend of mine tried to get Go Phone service but was told the service was not available in their area. Why is Go Phone not available in all areas?*

Go Phone is a brand new telecommunications technology. Unfortunately, this means that we could not make it available to everyone right at the start. We will be working hard to bring Go Phone to all neighborhoods as soon as possible.

17. *If I start a call on my Go Phone in my neighborhood and go across town (outside my neighborhood boundaries), how will I be billed?*

All calls are billed based on where you are when you initiate a call or first answer a call. Therefore, if you begin a call in your neighborhood, you will pay the In-Neighborhood rate for the entire call even if you travel outside the neighborhood during the conversation. Likewise, if you begin a call when out of your neighborhood and travel into your neighborhood before the call is finished, the entire call will be billed as an Out-of-Neighborhood call.

18. *If I take my Go Phone with me on a trip, can I use my normal telephone calling card to place calls? If so, how am I billed for these types of calls?*

You are able to use your telephone Calling Card from your Go Phone just as you can from any other phone. You will be billed Go Phone airtime rates based on where you are when you begin the call i.e., In-Neighborhood, Out-Of-Neighborhood or Roaming (out of state). In addition, your long distance Calling Card company will bill you as they normally would for using their credit card.

19. *If I don't use all 500 of my "included" minutes in a month, do the unused minutes "roll over" to the next month?*

No. The "included" allotment is for one billing month only; unused minutes do not accumulate.

20. *Why do some calls sound clearer than others?*

The quality of service depends on several factors. These factors include the proximity of an antenna station, the interference of surrounding landscape or buildings, and the use of properly tuned phone equipment. Sometimes the clarity of a phone call can be improved by simply moving closer to a window or by holding the phone in an upright position. Generally, however, there should be no problem with the quality of service and you should call Customer Care if you experience difficulties. Please refer to your Terms & Conditions sheet for specific details.

...and the wireless phone should have been.



GO PHONE

The Home phone that goes anywhere.

Imagine the ultimate cordless phone — a convenient phone that goes with you in your neighborhood, around town and throughout Florida and the nation. This is Go Phone, a new way to stay in touch. Why sit by the phone

afraid to miss an important call? Go Phone puts you in charge. Go Phone goes with you when you walk the dog, shop for groceries, play a round of golf or even on vacation. No ordinary cordless phone can do all that. With Go Phone, you choose when and where to use the phone.

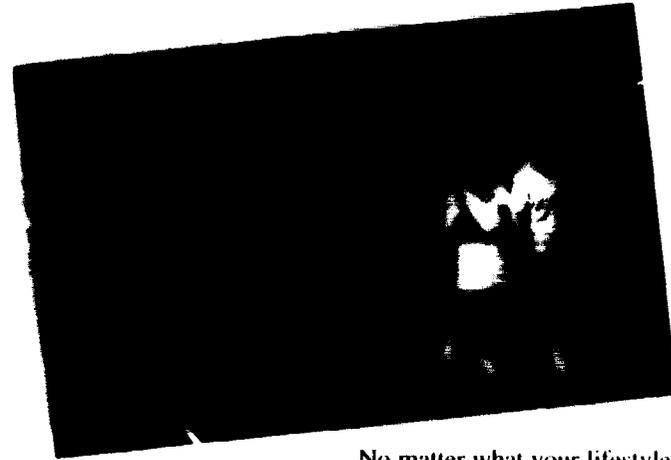


Finally, mobile communications that you can afford.

Go Phone was designed with your neighborhood in mind. The rates for using your Go Phone in your neighborhood area are very low comparable to your existing home phone service. If you use Go Phone when you are away from your neighborhood, the rates are higher but you still have the convenience of taking the phone with you. No matter where you are, Go Phone's prices are very reasonable and well worth the convenience and security of being in touch.



You don't have time to stay at home, so why should your phone?



No matter what your lifestyle, Go Phone helps you live it more fully. If you are young, single and just starting out, you probably spend a lot of time away from home. Wouldn't it be great to have your phone with you at the tennis courts, in the car while running errands or even away from town on a business trip? Go Phone is exactly the right answer, providing freedom and flexibility for your life on the go.

Mobility for young families on the go.

If you are part of a family with school-age children, Go Phone keeps you in touch with your family to coordinate activities, make plans and adjust to changing schedules. With all the demands of an active young family, you can find yourself spending more and more time in the car. Go Phone delivers a reassuring level of mobility and driving security that no other phone can provide.



A home phone without the bulky attachments. Like, say, a home.



**SMALL.
LIGHT.
DIGITAL.**

INTRODUCING THE GO PHONE.

A phone you can use as a second line at home—at comparable rates—and also in the car. At the office. The grocery store. On a walk around the neighborhood. Just about anywhere in Florida, and in most cities across the U.S.

**THE GO PHONE FITS
EASILY IN YOUR PURSE,
POCKET OR GLOVE
COMPARTMENT — TO GO
ANYWHERE YOU GO.**

FROM ABOUT \$40 A MONTH. FOR REAL.

That's what the Go Phone costs
—including several hours of

of the Go Phone add up to an
exceptional value. But there's only
one way to get it: Call the toll-



THE GO PHONE FITS EASILY IN YOUR PURSE, POCKET OR GLOVE COMPARTMENT - TO GO ANYWHERE YOU GO. AND IT USES DIGITAL CELLULAR TECHNOLOGY - THE MOST ADVANCED TECHNOLOGY AVAILABLE.

FROM ABOUT \$40 A MONTH. FOR REAL.

That's what the Go Phone costs - including several hours of neighborhood calling. That's less than \$1.50 a day. If you use the Go Phone outside your neighborhood you pay a slightly higher rate. (Similar to the difference between local and long distance rates on your home phone.) And because you can rent the Go Phone instead of buying, there's no big cash outlay up front. No finance charges, either. **1-800-237-8000.** The freedom, convenience, and low cost **IT GOES WHERE YOU GO. FOR AS LITTLE AS \$40 A MONTH.**



THE SECURITY ALONE IS WORTH THE PRICE. A TIRE BLOWS. A RADIATOR HOSE BURSTS. WITH THE GO PHONE IN THE CAR, HELP IS JUST A PHONE CALL AWAY. NO MATTER WHAT HAPPENS, NO MATTER WHO'S DRIVING: YOU, YOUR SPOUSE, YOUR TEENAGER, YOUR PARENTS. AND THAT'S SOMETHING YOU'LL FEEL BETTER ABOUT.

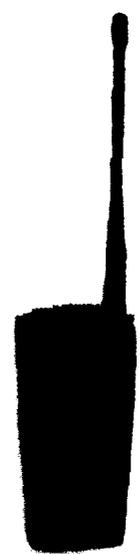
of the Go Phone add up to an exceptional value. But there's only one way to get it: Call the toll-free number now. We'll ship your Go Phone immediately via Federal Express®, and it'll be on your doorstep - with the charging unit and an extra battery - in two working days. If you have any questions about how to use the Go Phone, our Customer Care Line is available between 8 a.m. and 6 p.m. weekdays. But the way to get started - the only way to get the Go Phone - is to call now.

GO PHONE™

1-800-237-8000

Advertisement for Go Phone, a mobile phone service. The ad features a large illustration of a hand holding a phone receiver, a car, and a person, set against a background of a window and a landscape. The text describes the service's features, including its portability and low cost, and provides contact information for more details.

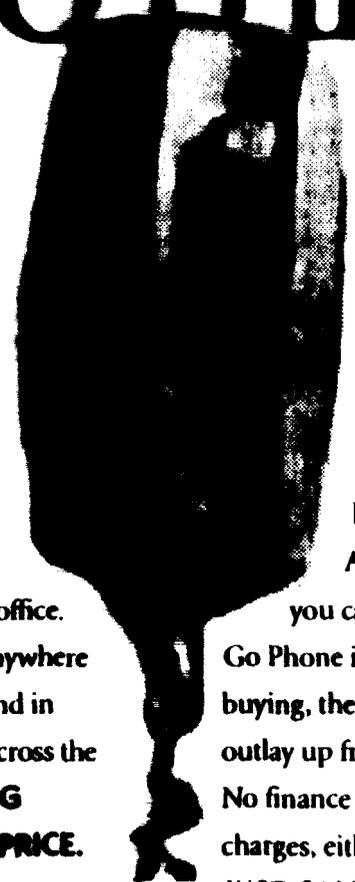
Think of it as a kitchen phone with a cord two miles long.



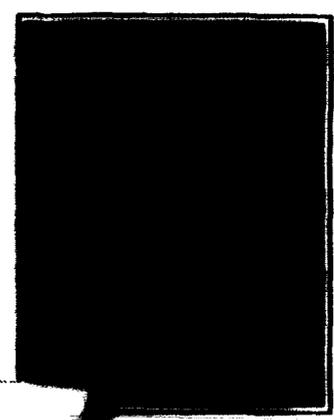
**SMALL.
LIGHT.**

With your kitchen phone you can walk from, say, the sink to the refrigerator and get some milk. With the Go Phone you can walk to the fridge, get some milk, go outside, get in your car, drive to the store and get some more

car. At the video store. The beach. The golf course. The office. Just about anywhere in Florida, and in most cities across the U.S. **THE BIG SURPRISE: PRICE.**



long distance rates on your home phone.) And because you can rent the Go Phone instead of buying, there's no big cash outlay up front. No finance charges, either.



battery - in two



THE BEACH

THE YARD

THE LAKE

**SMALL.
LIGHT.
DIGITAL.**

get in your car, drive to the store and get some more milk. Now that's a phone.

Introducing the Go Phone.

THE GO PHONE FITS EASILY IN YOUR PURSE, POCKET OR GLOVE COMPARTMENT - TO GO ANYWHERE YOU GO AND IT USES DIGITAL CELLULAR TECHNOLOGY - THE MOST ADVANCED TECHNOLOGY AVAILABLE.

Not just a new phone. A new type of phone. One you can use as a second line at home - at comparable rates - and also in the

Call me at the park.



U.S. THE BIG SURPRISE: PRICE.

The Go Phone costs as little as \$40 a month, including several hours of neighborhood calling. That's less than \$1.50 a day. If you use the Go Phone outside your neighborhood, you pay a slightly higher rate. (Similar to the difference between local and

No finance charges, either.

JUST CALL. WE DO THE REST. You don't have to go anywhere to get your Go Phone. You just call the toll-free number. We'll ship it

immediately via Federal Express®, and it'll be on your doorstep - with the charging unit and an extra



LET'S TALK SAFETY.

YOU'VE PROBABLY THOUGHT ABOUT HOW MUCH SAFER YOU'D FEEL WITH A PHONE LIKE THIS IN YOUR CAR. AND IT MAKES A LOT OF SENSE - IF YOU OR ANYONE IN YOUR FAMILY EXPERIENCES A BREAKDOWN OR EMERGENCY OF ANY KIND, HELP IS JUST A PHONE CALL AWAY.

battery - in two working days. If you have any questions about how to use the Go Phone, our Customer Care Line is available between 8 a.m. and 6 p.m. weekdays. But the way to get started - the only way to get the Go Phone - is to call 1-800-237-8000 now.

THE LAKE



THE PATH



THE CAR



THE STORE



THE PARK

GO PHONESM

IT GOES WHERE YOU GO FOR AS LITTLE AS \$40 A MONTH.

GO PHONESM

NEIGHBORHOOD MAP

Your Go Phone Neighborhood is roughly as follows: to the north, the boundary extends along the line of Big Tree Road from the intersection of Clyde Morris Boulevard to Atlantic Avenue. The southern boundary is from the intersection of Old Carriage Road and Atlantic Avenue crossing Spruce Creek road and ending at Summertree Road. The eastern boundary is the shoreline, while the western boundary covers the intersection of Dunlawton Drive and I-95 on to Clyde Morris Boulevard just north of Asphalt Road.



UNITED STATES



FLORIDA

SOUTH DAYTONA
PORT ORANGE

-  YOUR NEIGHBORHOOD
-  OUTSIDE YOUR NEIGHBORHOOD (STATEWIDE)
-  ROAMING (OUT-OF-FLORIDA IN CITIES ACROSS N. AMERICA)



NEIGHBORHOOD MAP

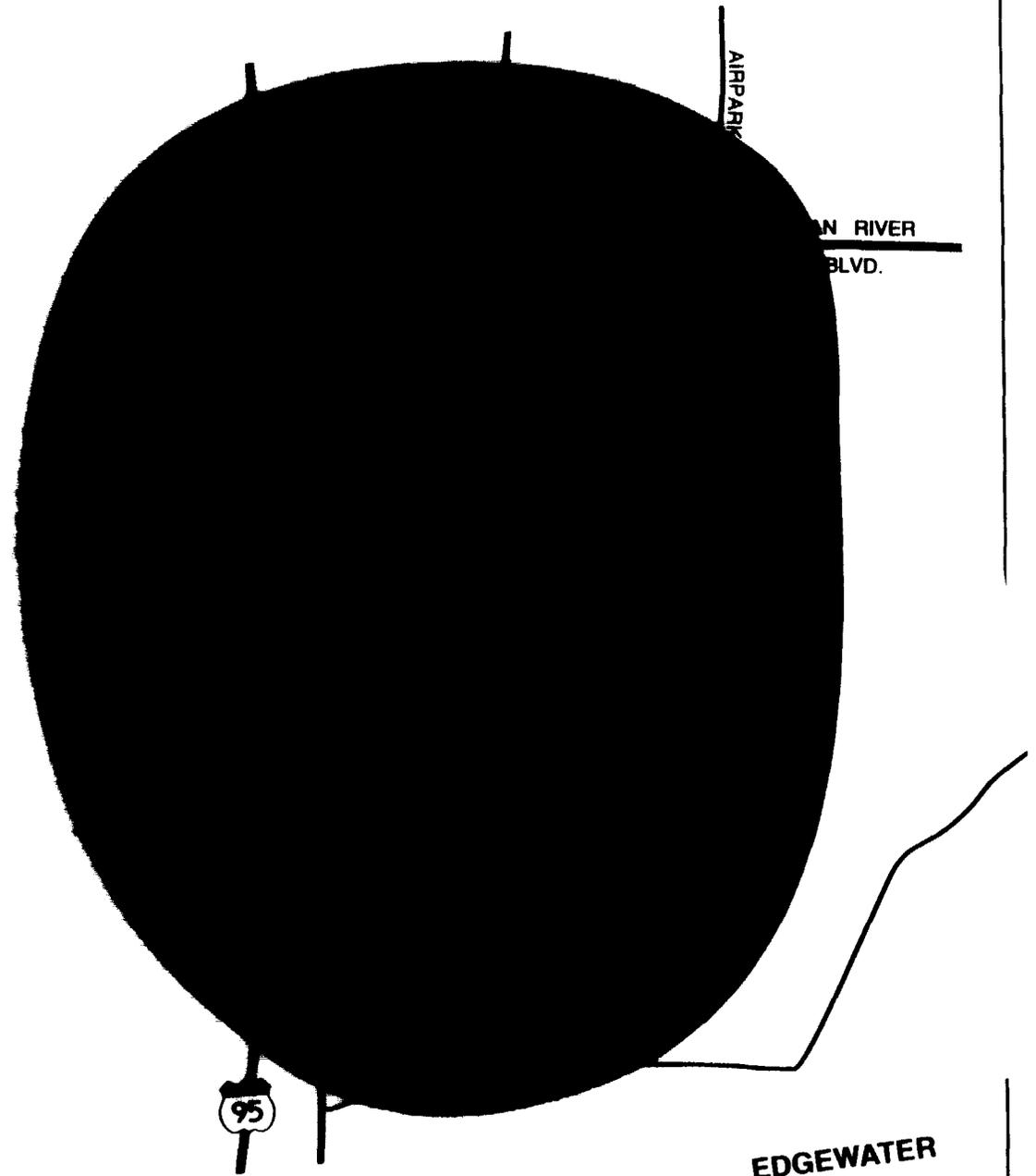
Your Go Phone Neighborhood is roughly as follows: the northernmost point is on Mission Road just north of the intersection of Ragis Road. To the south, the point is Volco Road. The eastern side runs along Willow Oak Drive, while the west extends just beyond I-95.

UNITED STATES



FLORIDA

-  YOUR NEIGHBORHOOD
-  OUTSIDE YOUR NEIGHBORHOOD (STATEWIDE)
-  ROAMING (OUT OF FLORIDA IN CITIES ACROSS N. AMERICA)

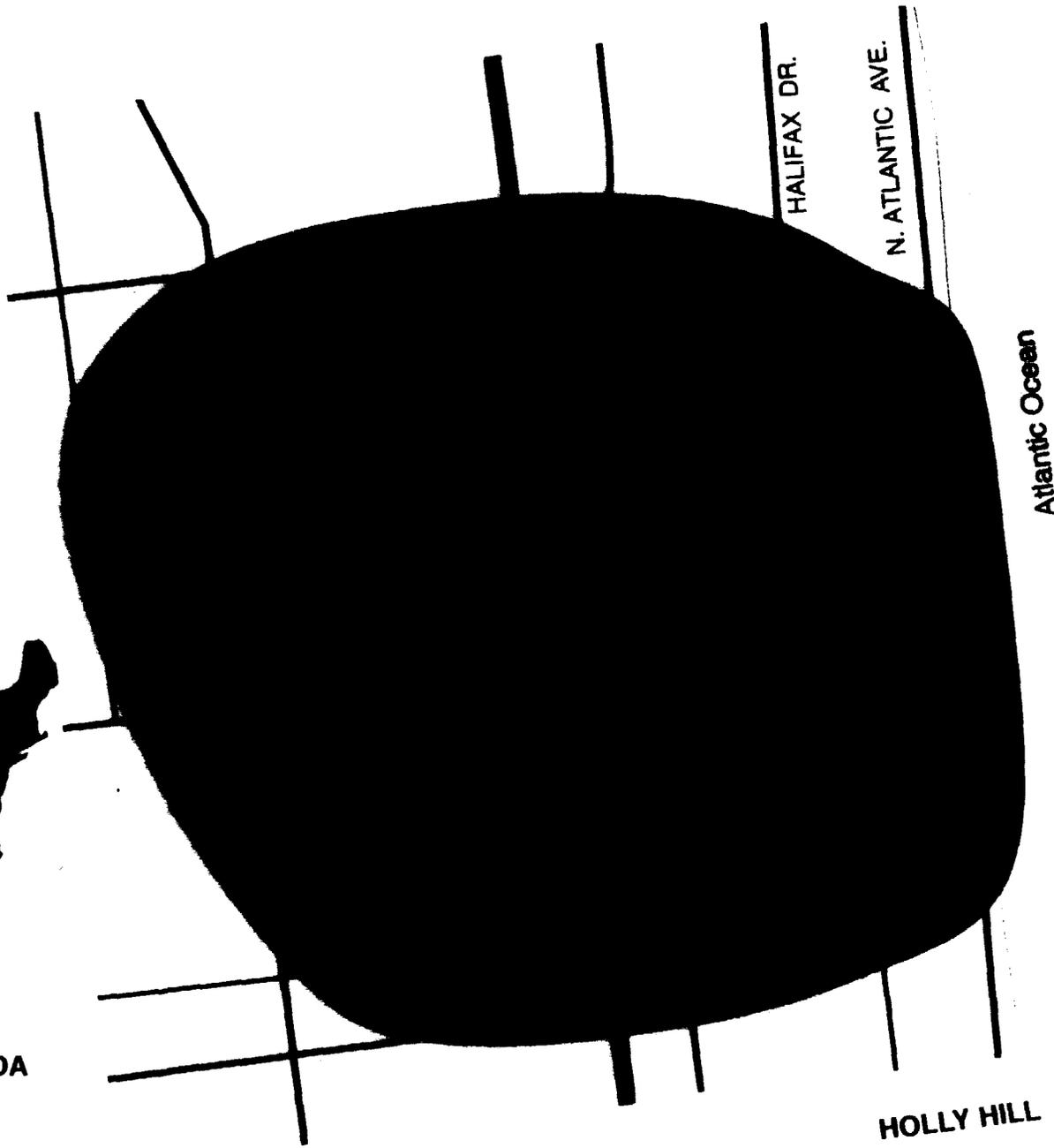


EDGEWATER



NEIGHBORHOOD MAP

Your Go Phone Neighborhood is roughly as follows: to the north, it extends to the intersection of US 1 and 11th Street. The eastern boundary is the intersection of Seabreeze Boulevard and Atlantic Avenue. The southern boundary is the intersection of Volusia Avenue and US 1. To the west, the boundary is near the intersection of Mason Avenue and Derbyshire Road.



UNITED STATES



FLORIDA

-  YOUR NEIGHBORHOOD
-  OUTSIDE YOUR NEIGHBORHOOD (STATEWIDE)
-  ROAMING (OUT OF FLORIDA IN CITIES ACROSS N. AMERICA)



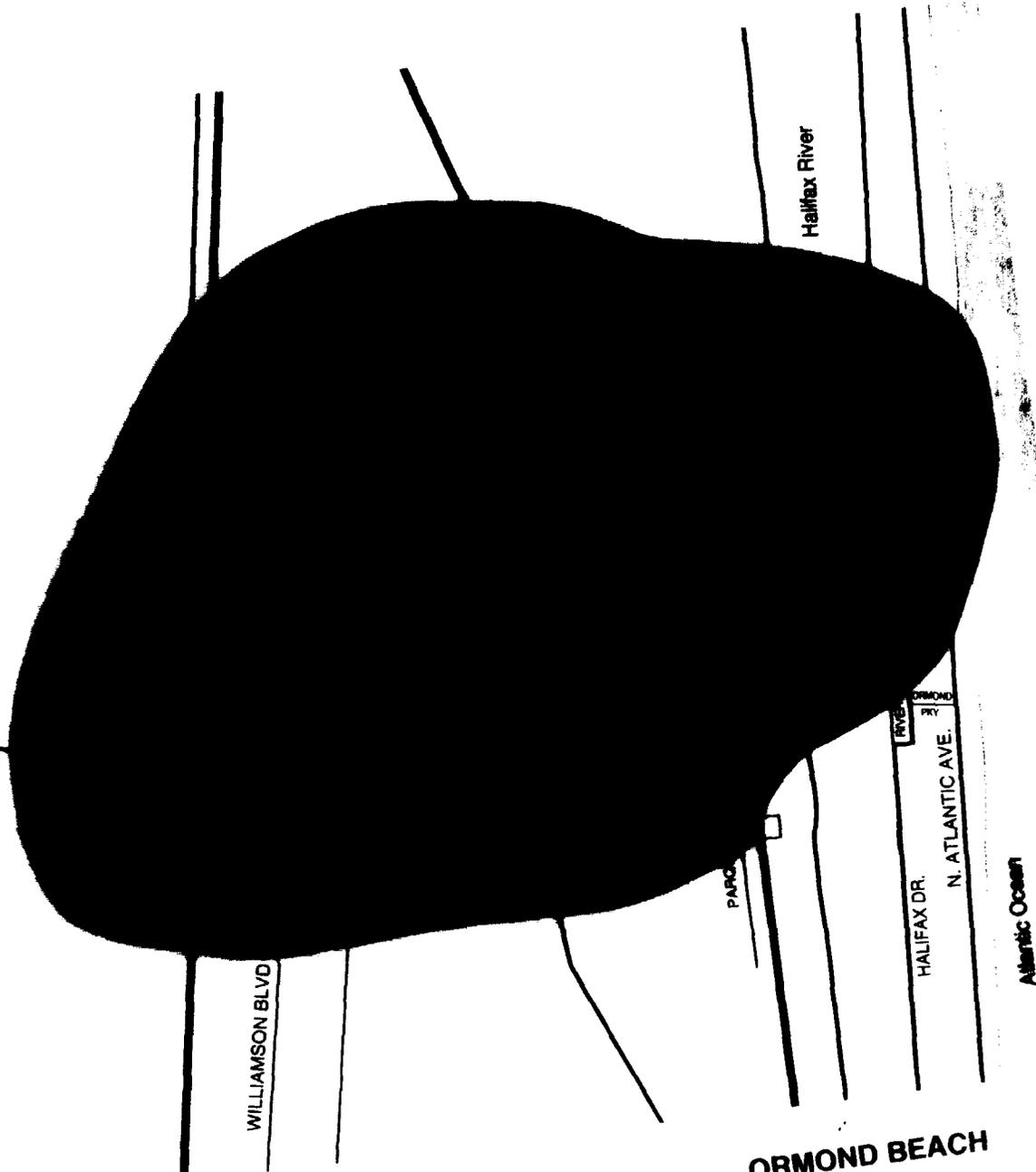
NEIGHBORHOOD MAP

Your Go Phone Neighborhood is roughly as follows: the northern boundary includes the Ormond Beach Municipal Airport and Tomoka Oaks Country Club. The southern boundary crosses I-95, Williamson Boulevard, Clyde Morris Boulevard and Nova Road. The eastern boundary crosses the Halifax River and extends to Atlantic Avenue near its intersection with State Road 40. The western boundary includes Riverbend Acres and Tymber Creek Road.

UNITED STATES



FLORIDA



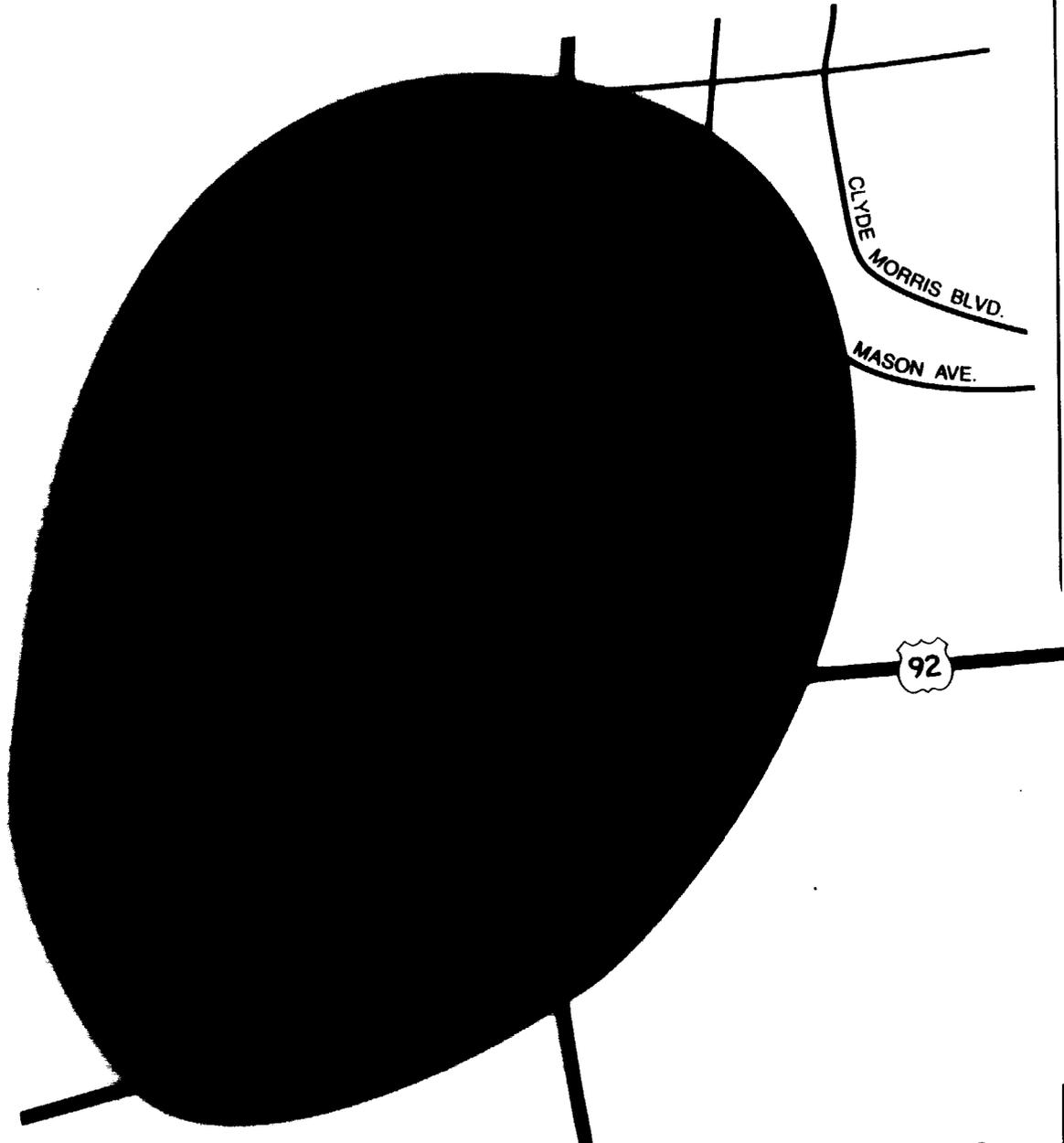
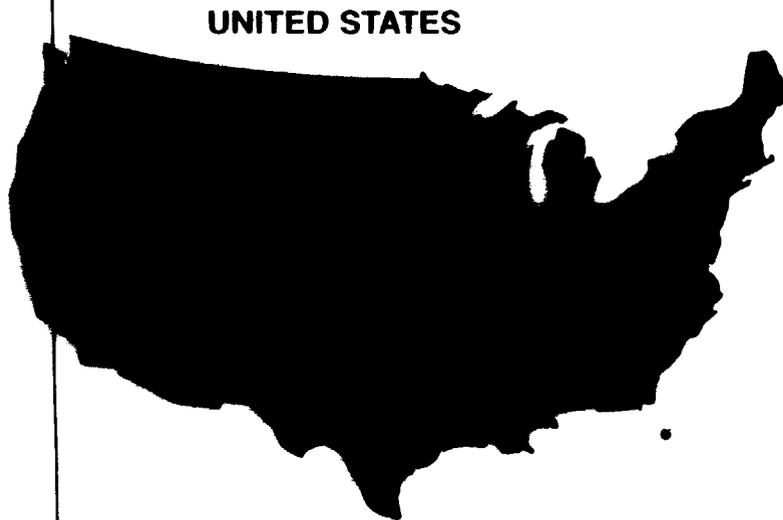
ORMOND BEACH

-  YOUR NEIGHBORHOOD
-  OUTSIDE YOUR NEIGHBORHOOD (STATEWIDE)
-  ROAMING (OUT OF FLORIDA IN CITIES ACROSS N. AMERICA)



NEIGHBORHOOD MAP

Your Go Phone Neighborhood is roughly as follows: the northern border is near the intersection of I-95 and 11th Street. The southern border is at the intersection of 11th Street and US 92. The eastern boundary follows along Fentress Boulevard, while the west follows 11th Street.



-  YOUR NEIGHBORHOOD
-  OUTSIDE YOUR NEIGHBORHOOD (STATEWIDE)
-  ROAMING (OUT OF FLORIDA IN CITIES ACROSS N. AMERICA)

DAYTONA



NEIGHBORHOOD MAP

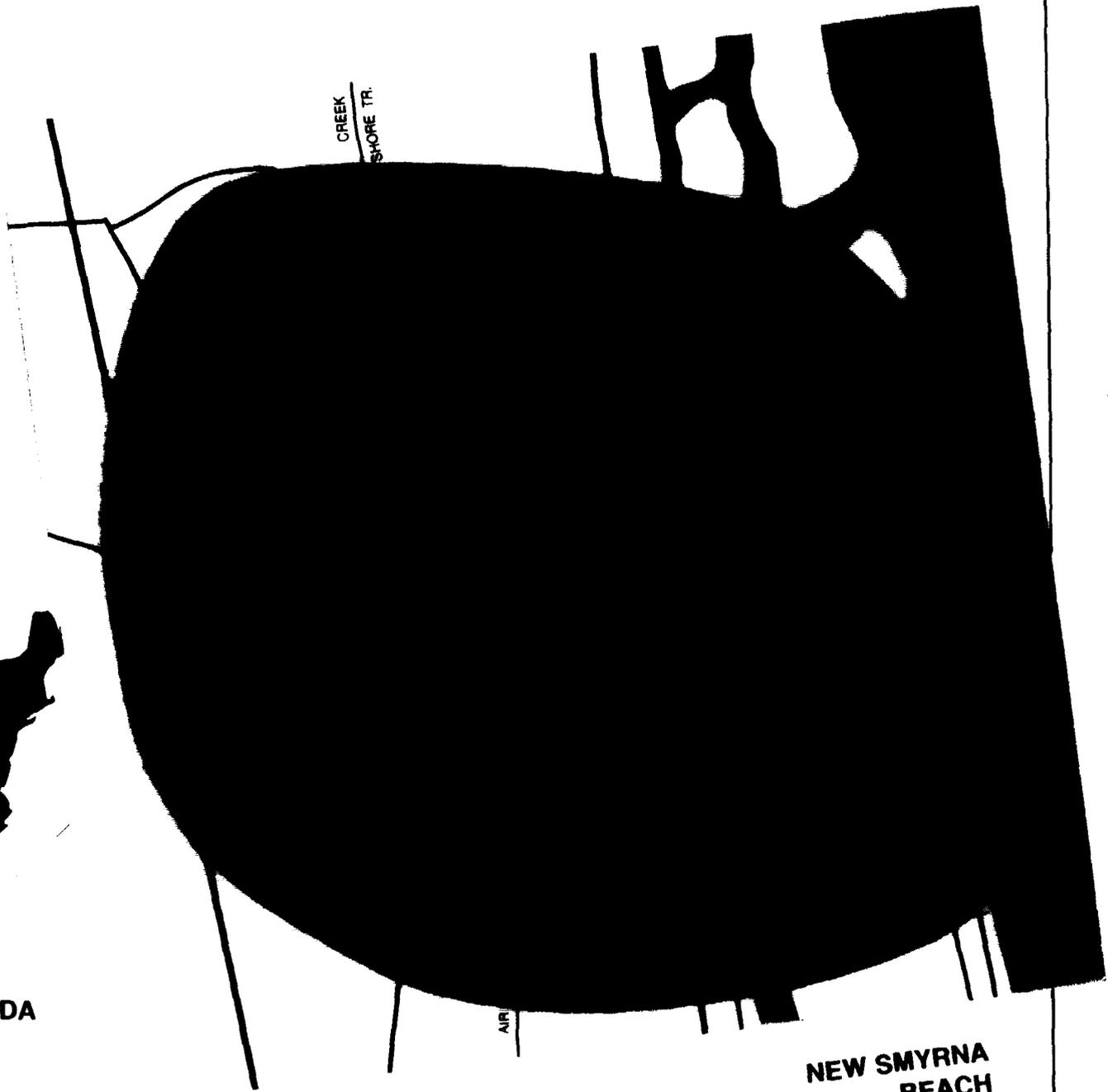
Your Go Phone Neighborhood is roughly as follows: the northern boundary extends just past the intersection of Creek Shore Terrace and Turnbull Bay Road. To the east, the boundary is the intersection of the South Causeway and A1A. The southern boundary is on Ridgewood Avenue near Massey Ranch. The western boundary is the intersection of I-95 and State Road 44.

UNITED STATES



FLORIDA

-  YOUR NEIGHBORHOOD
-  OUTSIDE YOUR NEIGHBORHOOD (STATEWIDE)
-  ROAMING (OUT-OF-FLORIDA IN CITIES ACROSS N. AMERICA)



NEW SMYRNA
BEACH



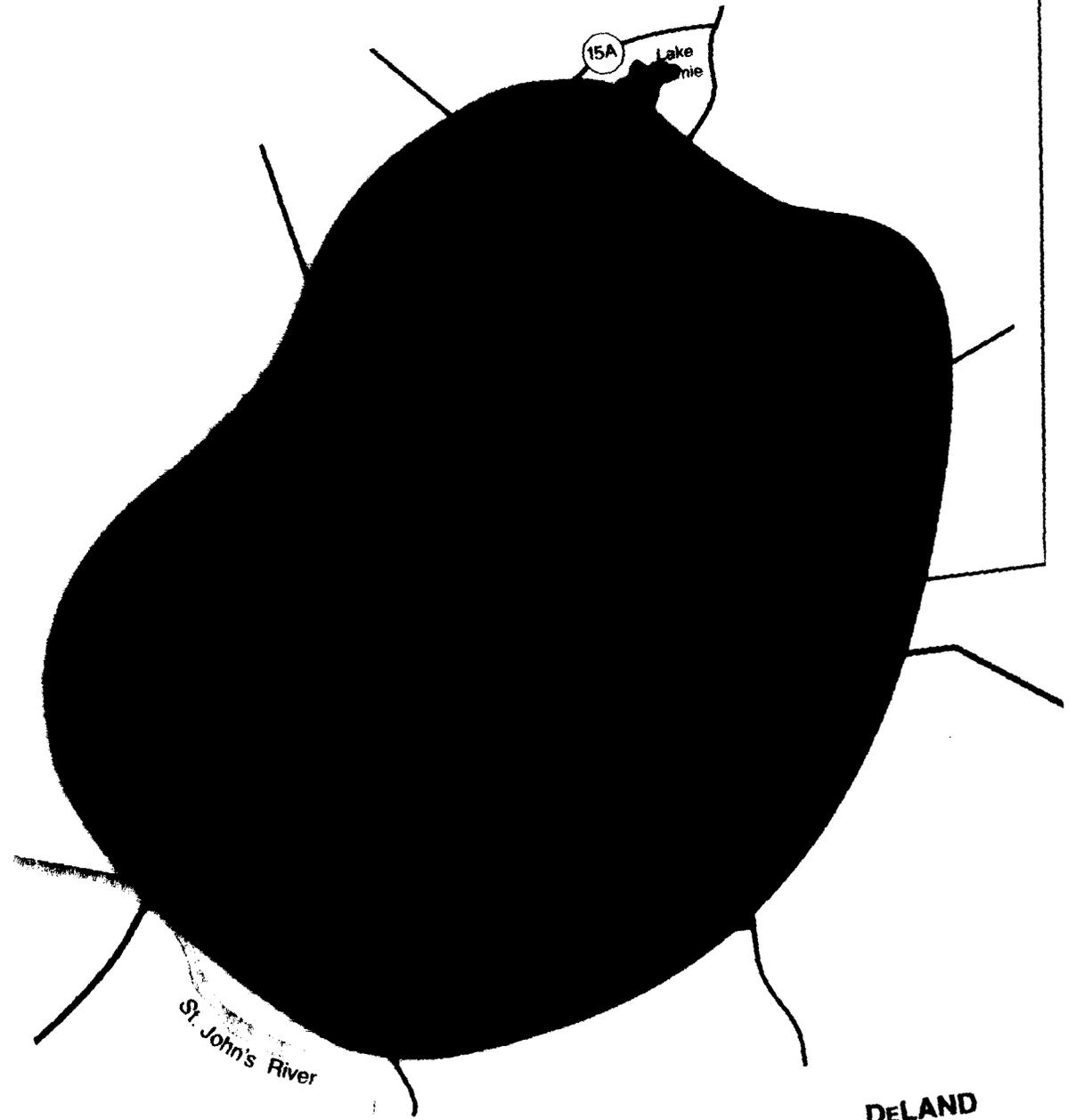
NEIGHBORHOOD MAP

Your Go Phone Neighborhood is roughly as follows: the northern boundary extends to the intersection of 15A and Woodland Boulevard. To the south, the boundary extends to Hontoon Road, just past its intersection with Botts Landing Road. The eastern boundary includes to DeLand Municipal Airport, while the western boundary stretches to the intersection of State Road 44 and Old New York Avenue.

UNITED STATES



FLORIDA



DELAND