UNITED STATES WIRELESS SNAPSHOT

Source: M:Metrics; three-month average ending Nov. 2007, n = 33,237 U.S. mobile phone users

Wireless Subscribers

Subscribership Approaches 250 Million

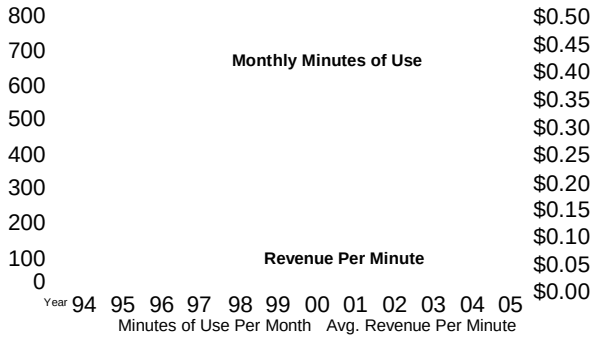
Wireless Penetration

Non-Subscribing Population

19%

81%

Wireless Value



Age*

12%
13%
16%
45-54
8%
13-17
35-44
25-34
19%
14%
18%

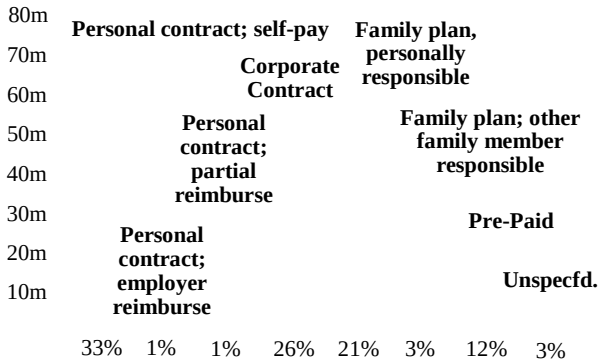
Education*

2% Grammar school
11%
22% Bachelors degree
9% Associates
8% Some high school
17% Completed high school
Some college (but no degree)
31%

Income*

18%
$0-$25k
14%
$75-$100k
$50-$75k
21%
22%
25%

Payment Option



Wireless Employees

In 2006, wireless carriers employed more than **257,000** people in the US with total wages of more than **$12 billion.**

Wireless Revenues

In 2006, wireless service providers' revenues constituted more than **$125 billion** of the nation's economy.

* M:Metrics sample projected to 219 million estimated individual subscribers

Additional Sources: U.S. Bureau of Labor Statistics; U.S. Federal Communications Commission; CTIA

CTIA
The Wireless Association®

	USA	Japan	Germany	U.K.	France	Italy	Canada	Spain	S. Korea	Mexico
Subscribers**	243.3m	103m	91.1m	71.4m	50.2m	85.2m	19.1m	48.1m	42m	62m
Average Consumers' Minutes of Use per Month**	823	140	101	168	258	134	429	163	321	144
Average Revenue per Minute – A Measure of the Effective Price per Voice Minute**	$0.04	$0.25	$0.21	$0.20	$0.17	$0.19	$0.10	$0.23	$0.11	$0.11
Top Two Carriers Percentage of the Total Market**	51.7%	78.6%	72.4%	49.6%	82.5%	73.4%	68.3%	77.5%	82.4%	90.7%
Number of Carriers with over 1m Subscribers **	10	4	4	5	3	4	3	3	3	4
Efficient Use of Spectrum -- Subscribers Served per MHz of Spectrum Allocated	827,891	296,830	298,689	202,381	133,902	273,603	106,111	134,358	180,257	516,667
Spectrum Allocated for Commercial Wireless Use	294 MHz*	347 MHz	305 MHz	352.8 MHz	374.9 MHz	311.4 MHz	180 MHz	358 MHz	233 MHz	120 MHz

**Figure includes AWS-1 and 700 MHz spectrum – which is not yet available for commercial use.*

** *Glen* Campbell, et al., "Global Wireless Matrix 2Q07," Merrill Lynch, Oct. 4, 2007, at Table 1.