

Meeting with Consumer and Governmental Affairs Bureau

March 1, 2011



We Maintain the Highest Customer and Retail Service Standards



J.D. Power and Associates

- 71 Awards (T-Mobile USA total as of Feb 2011)
- 2011 - Customer Service Champion - One of only 40 companies out of 800 in 20 different industries to have earned this distinction this year
- 2011 - Highest Ranked Wireless Retail Satisfaction Study, Vol. 1 (*Ranked 1st in 4 straight biannual surveys, 10 overall*)

NRF Foundation/American Express

- 2011 - T-Mobile is the “Customer’s Choice” for customer service in the wireless industry and in the Top 20 across all industries.

Our Disclosures are Clear

Mobile Phone Data Plans

Smartphones and Feature Phones

Experience 4G speeds on T-Mobile's data network. With America's Largest 4G Network,TM you can stay in touch even when you are on the go. Ask a Sales Associate for details or visit www.T-Mobile.com/calculator to find the right plan for you.

Monthly Data Plans for Smartphones and Feature Phones	
4G Web-Unlimited	\$30
4G Web-200 MB (overage at \$0.10/MB)	\$15

Taxes and fees additional. 4G data plans provide access to data; 4G capable device required to achieve 4G speeds.

Feature Phones also have other data plan options:

Data Programs Exclusively for Feature Phones	
Pay Per Use	\$1.99/MB
30 days free — 4G Web-200 MB plan	First 30 days free when you sign up for the 4G Web-200 MB plan; continues at \$15/month

Taxes and fees additional.

Tethering and Wi-Fi Sharing

Use your device to connect other devices to the Internet by using your phone's data connection. Ask a Sales Associate for details or visit www.T-Mobile.com/phoneasmodem for a list of eligible devices and support.

Tethering and Wi-Fi Sharing	
Tethering and Wi-Fi Sharing Add on	\$14.99/month

Taxes and fees additional. 4G Web-Unlimited plan required.

Mobile Broadband Data Plans

Monthly and Prepaid Data Plans

Take the full Internet with you with T-Mobile netbooks, laptop sticks and other devices that provide full mobile broadband access on America's Largest 4G Network.

Monthly Data Plans for Mobile Broadband Devices	With Additional Line of Service	Without Additional Line of Service
5 GB Overage Free Data Plan (speeds slowed after 5 GB)	\$39.99/month	\$49.99/month
200 MB Data Plan Lite (overage at \$0.10/MB)	\$24.99/month	\$29.99/month

Prepaid Data Plans for Mobile Broadband Devices	
Week Pass — 7 days (100 MB)	\$10
Month Pass — 30 days (300 MB)	\$30
Month Pass — 30 days (1 GB)	\$50

Taxes and fees additional.

We Right-Fit Our Customers

- Our retail sales reps follow a right fit guide and ask customers:
 - Tell me about your current service.
 - Who do you talk to the most?
 - How often do you use your phone?
 - How do you want to connect (voice, text, email, laptop, pictures, social networks)?
 - Where do you use your phone for voice?
 - How do you use the Internet and email?
- As part of the process, sales reps make disclosures regarding ETFs, fees, our return policy, and more.

We Offer a Personal Coverage Check

T-Mobile 4G Coverage Vid

4G Very Good 4G Good 4G Available 3G 2G Partner None

[Click here for detailed descriptions](#)

Personal Coverage Check Details:

Optimized data experience shown for each area. Data speed will vary based on the type of network available, signal strength and the device you are using.

4G: Access the internet on speeds comparable to a high speed home computer on 4G devices; many 3G devices run at enhanced speeds.

4G Very Good
Signal in most homes and many buildings, in cars as well as outdoors.

4G Good
Connect in some homes, in cars, and outside.

4G Available
Able to connect outdoors; some access in cars, and possibly in buildings.

3G
Send and receive email, access the internet, pictures and large files. Experience enhanced data speeds on 3G and 4G devices.

2G
Send and receive text messages pictures and large files load slowly, access basic information on any data capable device.

Partner Coverage

We Offer a Variety of Devices



Samsung Galaxy S™ 4G



T-Mobile® myTouch® 4G



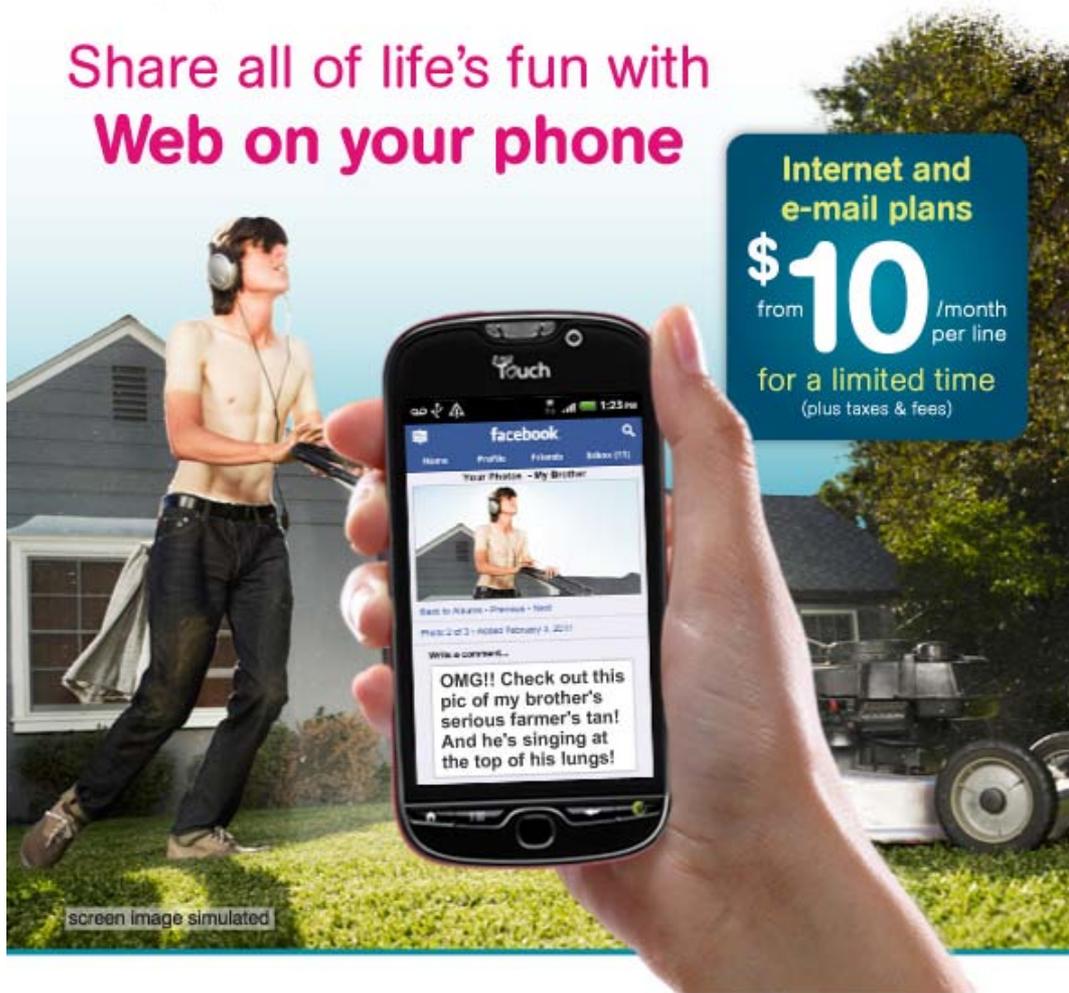
T-Mobile® Rocket™ 2.0 4G
Laptop Stick

We Have Great Promotional Offers

T-Mobile

Share all of life's fun with
Web on your phone

Internet and
e-mail plans
from **\$10** /month
per line
for a limited time
(plus taxes & fees)



screen image simulated

T-Mobile

We Offer a Variety of Plans

Family Plans Even More™



Pick your plan.

Connect the way you want.

- Two-year contract required
- UNLIMITED nationwide T-Mobile to T-Mobile calling
- UNLIMITED Nights and Weekends
- WHENEVER Minutes® you can use to call ... whenever

Each family plan includes two lines that share the features described below.

WHENEVER Minutes (shared between two lines/mo.)	Talk	Talk + Text	Talk + Text + 4G Web
Unlimited	\$99 ⁹⁹	\$119 ⁹⁹	\$179 ⁹⁹
1500	\$79 ⁹⁹	\$99 ⁹⁹	\$159 ⁹⁹
750	\$59 ⁹⁹	\$79 ⁹⁹	\$139 ⁹⁹

Prices reflect monthly recurring charges for two lines of service; taxes and fees additional. Text plans include unlimited nationwide text, MMS, picture and Video messaging. 4G Web plans include unlimited nationwide Web and e-mail access.

Add Web browsing in a snap.

Adding Web to any line is as simple as it is affordable.

Additional Add-ons	Monthly Cost Per Line
4G Web-Unlimited	\$30
4G Web-200 MB (coverage at \$0.10/MB)	\$15

Taxes and fees additional. 4G Web plans provide access to data; capable device required to achieve 4G speeds.

Individual Plans Even More Plus®



Pick your plan.

Connect the way you want.

- No annual contract
- UNLIMITED nationwide T-Mobile to T-Mobile calling
- UNLIMITED Nights and Weekends
- FREE Coverage Alerts
- WHENEVER Minutes® you can use to call ... whenever

WHENEVER Minutes	Talk	Talk + Text	Talk + Text + 4G Web
Unlimited	\$49 ⁹⁹	\$59 ⁹⁹	\$79 ⁹⁹
1000	\$39 ⁹⁹	\$49 ⁹⁹	\$69 ⁹⁹
500	\$29 ⁹⁹	\$39 ⁹⁹	\$59 ⁹⁹

Prices reflect monthly recurring charges; taxes and fees additional. Text plans include unlimited nationwide text, MMS, picture and Video messaging. Web plans include unlimited nationwide Web and e-mail access.

Add Web browsing in a snap.

Adding Web to any line is as simple as it is affordable.

Additional Add-ons	Monthly Cost
4G Web-Unlimited	\$25
4G Web-200 MB (coverage at \$0.10/MB)	\$10

Taxes and fees additional. 4G Web plans provide access to data; capable device required to achieve 4G speeds.

We Help Customers Make Informed Choices

- We provide clear disclosures at point of sale, on bills, and online regarding
 - ETFs
 - Plan details
 - Bill details
 - Cramming
 - Privacy

Thank you!



stick
together®