

555 Eleventh Street, N.W., Suite 1000
Washington, D.C. 20004-1304
Tel: +1.202.637.2200 Fax: +1.202.637.2201
www.lw.com

LATHAM & WATKINS LLP

FIRM / AFFILIATE OFFICES

Abu Dhabi	Moscow
Barcelona	Munich
Beijing	New Jersey
Boston	New York
Brussels	Orange County
Chicago	Paris
Doha	Riyadh
Dubai	Rome
Frankfurt	San Diego
Hamburg	San Francisco
Hong Kong	Shanghai
Houston	Silicon Valley
London	Singapore
Los Angeles	Tokyo
Madrid	Washington, D.C.
Milan	

June 21, 2011

VIA ECFS

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

**Re: Cricket Communications, Inc., Notice of Ex Parte Communication,
WC Docket Nos. 09-197, 11-42, 03-109 & CC Docket No. 96-45**

Dear Ms. Dortch:

On June 20, 2011, Russell Merbeth of Cricket Communications, Inc. (“Cricket”) and I met with Angela Kronenberg, Legal Advisor to Commissioner Clyburn, and on June 21, 2011, we met with Margaret McCarthy, Legal Advisor to Commissioner Copps, to discuss Cricket’s participation in the Lifeline program and its views on pending reform proposals. We discussed the attached presentation, which provides background information on Cricket and describes its practices and procedures to verify subscriber eligibility, and we provided a copy of the attached subscriber application. We also discussed Cricket’s support for the Commission’s proposals to curb waste, fraud, and abuse in the Lifeline and Link Up programs. In addition, we urged the Commission to grant Cricket’s pending petitions for forbearance and for ETC designation in five states as soon as possible.

Please contact the undersigned if you have any questions about these issues.

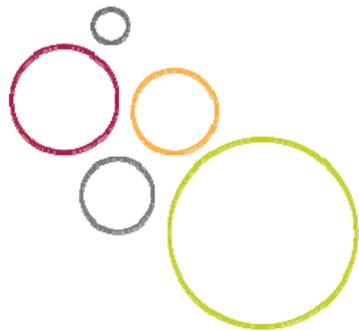
Respectfully,

/s/ Matthew A. Brill

Matthew A. Brill
Counsel to Cricket Communications, Inc.

Attachments

cc: Angela Kronenberg
Margaret McCarthy

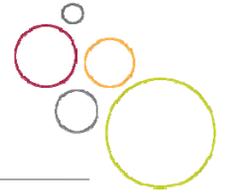


Cricket Communications

How Cricket Does Lifeline Right

> i bY 2011

cricket



Cricket Background

- Parent Company - Leap Wireless International, Inc. (NASDAQ: LEAP)
- Founded in 1998
- Headquartered in San Diego, CA
- Markets in 35 states; 95.3 million CPOPs; Nationwide Coverage
- Over 5.8 million customers
- 7th Largest Wireless Provider in US

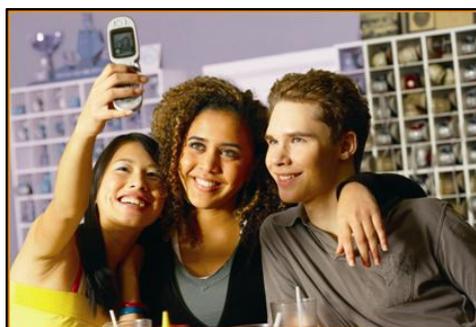
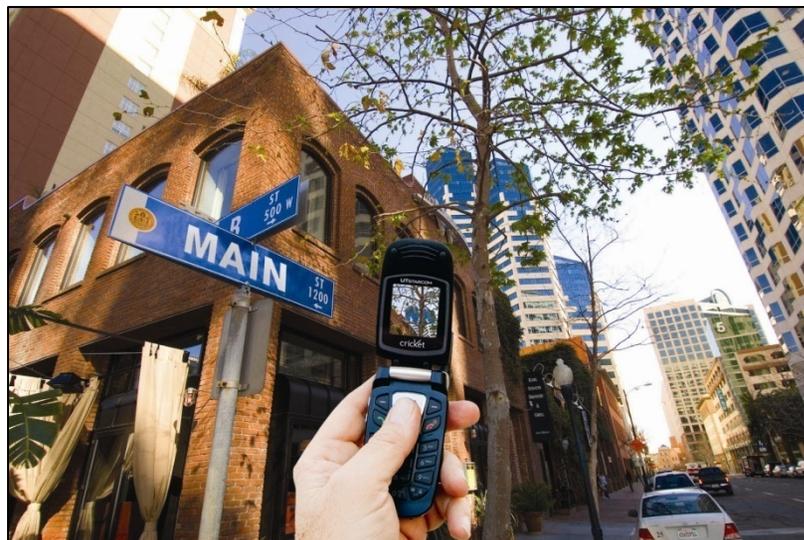




Consumer Focused Business Model

cricket[®]

- Unlimited, Flat-Rate Mobile Voice and Data Services
- No Long-Term Service Contracts
- No Early Termination Fees
- No Credit Checks
- Underserved Customer Demographics
- Simple, Easy-to-Understand Pricing & Predictable Bills





Who is Cricket?

~60% From Ethnic Groups*

~50% Younger Than 35*

~80% Earn Less Than \$50,000/yr*

>90% Use Cricket as Primary Phone

>70% Use Cricket as Only Phone**

~1,500 minutes/month average**

~40 text messages per day**



Communication Services for an Underserved Customer

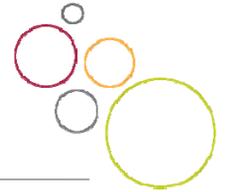
*Industry Average: 25% from Ethnic Groups, 45% younger than 35, 40% of US households have an income under \$50K

**Industry Average: 25% mobile as only phone, 600 minutes/month and 15 text messages each day

Source: Cricket CSAT Survey March 2010, Cricket customer database, Yankee Group, Nielson

cricket

Cricket Lifeline Product



- Cricket Offering
 - Qualified customers will receive a monthly discount of \$13.50 / \$10.00* off of any Cricket rate plan depending on the state in which they reside
 - Cricket Lifeline offering clearly indicates that it is supported by Lifeline. Our product name is "Cricket Lifeline Credit"
 - Cricket Lifeline offering is only available on our pay-in-advance product
- Unlimited Cricket Rate Plans
 - All rate plans include unlimited local and long distance calling with nationwide coverage
 - Lowest rate plan - \$35 includes: Unlimited Local, Long Distance, Text Messaging, Voice Mail, Caller ID and Caller ID Blocking.
 - Most popular plan - \$45 includes the above plus: Call Waiting, 3-Way Calling, Unlimited Picture & Video Text Messaging, Unlimited International Text Messaging, Unlimited Directory Assistance and Mobile Web coverage (allows subscriber access to the internet)
 - Cricket also offers consumers affordable phone options

KEEPS YOU **CONNECTED**
KEEPS YOU **ON BUDGET**

cricket
lifeline credit

See if you're eligible for a
\$13.50
monthly credit toward
your wireless bill.

Millions of Americans already
benefit from this program.
You could too.

SEE STORE FOR A
REQUEST FORM
TODAY

© 2010 Cricket Communications, Inc.

* \$12.30 discount in Missouri due to lower subscriber line charge

What Cricket Does Right



FCC Concern	Cricket	Traditional Pre-Pay
Product Name Reference Lifeline (Cricket Lifeline Credit)	Y	N
Customer Pays for Service	Y	N
Unlimited Number of Minutes	Y	N
Requests Reimbursement Only for Days Customer Was Active	Y	N

Cricket Lifeline Credit

- Lifeline credit is a discount of up to \$13.50 off of customer's regular bill
- Unlimited local, long distance with texting and other features
- Many safeguards against fraud, waste and abuse built into our procedures for certifying and verifying lifeline customers

Cricket Lifeline – Internal Procedures



- Cricket has established tight internal procedures to prevent against fraud, waste and abuse of government resources
- Cricket customers must self-certify in their Lifeline application* and annually follow the federal verification procedures.
- Customers receive detailed warnings and must expressly acknowledge and certify under penalty of perjury that they:
 - Will be required to verify continued eligibility
 - Will notify Cricket immediately if they cease to participate in the eligible programs
 - Understand Lifeline is available only for one residential phone line per household (either wireline or wireless but not both).
- Additionally, Cricket performs monthly reconciliation between our Lifeline database and our billing system. One of the steps performed is to check for duplicate addresses.
- As soon as a customer disconnects from Cricket service we remove him/her from Lifeline and discontinue requesting low income reimbursement.

*Some states have their own customer Lifeline certification processes which Cricket follows, eliminating the need for Cricket's own self-certification process.

Cricket Lifeline Presence



- Applications Approved:

- Oregon – Launched March 2010
- Missouri – Launched June 2010
- Maryland – Launched June 2010
- South Carolina – Launched expanded area August 2010
- Illinois (Chicago area only) – Launched December 2010
- California – Launched March 25, 2011

- Applications Pending:

- FCC – District of Columbia, New York, North Carolina, Virginia and Tennessee
- Pennsylvania
- Arizona
- Colorado
- Illinois (southern IL)
- Ohio (estimated filing May 2011)



Conclusion

- The Commission should promptly grant Cricket's pending forbearance petition to enable Cricket to serve Lifeline subscribers in additional states, while avoiding unnecessary boundary-modification proceedings.
- The Commission also should grant Cricket's request for designation as a Lifeline-only ETC in NY, NC, VA, TN, and DC to help address the needs of underserved low-income consumers in those states.
- The Commission should pursue reforms of Lifeline as proposed in the NPRM, as set forth in Cricket's comments.

Cricket Lifeline Credit – Maryland

You may qualify for a \$13.50 credit on your monthly wireless bill if you receive low income benefits under certain programs. **You must have or sign-up for Cricket Wireless service to receive this credit.** The Cricket Lifeline Credit is only available for Cricket Wireless service; it is not available for Cricket Broadband or Cricket PAYGo service.

If you receive benefits from one or more of the programs listed below and are a resident of Maryland, complete and sign this application. **You must also provide documentation verifying participation in at least of the programs listed below.** This documentation may include a benefit card or a letter from the federal or state agency that administers the qualifying program. Bring this application and your documentation to a Cricket Corporate-Owned Store or Exclusive Cricket Dealer. To locate the store nearest you, visit mycricket.com/locations.

1. APPLICANT INFORMATION *(please print – applicant's name must match the name on the phone bill).*

Last Name _____

First Name _____

Middle Name _____

Street Address* _____

City, State, Zip _____

2. QUALIFYING PROGRAMS *(check all that apply)*

- EUSP** (Electric Universal Service Program)
- Food Stamps** (Supplemental Nutrition Assistance Program)
- SSI** (Supplemental Security Income, not including Security Retirement benefits)
- MEAP** (Maryland Energy Assistance Program)
- Medicaid Medical Assistance**
- TANF** (Temporary Assistance for Needy Families)
- TCA** (Temporary Cash Assistance)
- Public Assistance to Adults**
- TDAP** (Temporary Disability Assistance Program)

* PO Box numbers cannot be accepted

Please acknowledge your agreement by initialing every line below and signing the application:

- I understand that completion of this application does not constitute immediate approval for the Cricket Lifeline Credit. It may take up to 60 days for the credit to appear on my account.
- I authorize Cricket Communications to access any records required to verify my statements herein and to confirm my eligibility for the Cricket Lifeline Credit. I also authorize Cricket Communications to release any records required for the administration of the Cricket Lifeline Credit program.
- I understand that I may be required to verify my continued eligibility for the Cricket Lifeline Credit at any time and that failure to do so will result in termination of the Cricket Lifeline Credit benefits.
- I agree to notify Cricket Communications immediately if I cease to participate in the programs I listed above.
- I understand that Lifeline assistance is only available for one residential phone line per household (either wireline or wireless but not both). I understand that I must notify Cricket Communications if I add Lifeline on another phone line, so that Cricket may discontinue my Cricket Lifeline Credit.

By signing below, I certify under penalty of perjury that the information contained in this application is true and correct.

Applicant Signature _____
Date of Signature _____
Social Security Number _____
(social security number used to apply for the qualifying program)

STORE USE ONLY (all fields must be completed prior to submission):

MDN _____
Account Number _____
New Customer Yes No
Date of Activation _____
Current Rate Plan *(Cricket Wireless ONLY)* _____
Social Security Number Provided Yes No (REQUIRED)
Verification of State/Federal Picture ID Yes No (REQUIRED)
Type of Identification Provided _____
Type of Supporting Documentation Attached _____
Cricket Representative Name _____
Store Number/CID Login _____
Date Application Submitted to Cricket _____