

cricket



Cricket Wireless

FCC Broadband Workshop

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Cricket Customer Statistics

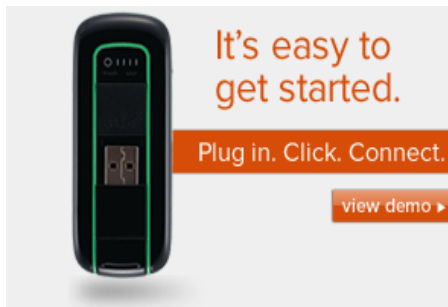
**56% From
Ethnic Groups***



**45% Younger
Than 35***



**62% Earn Less
Than \$50,000/yr***



Cricket Broadband Internet
No Signed contracts
No Credit Checks
No Cables
Unlimited

For nearly 50% of
subscribers,
Cricket is their first
Internet provider

*Industry Average: 17% from Ethnic Groups, 39% younger than 35 and 41% earn less than \$50,000/yr
Source: Cricket Q4 Customer Survey, Cricket customer database, Yankee Group, M:Metrics, Nielsen Mobile Q4'08

Project Change Access Portland, Oregon

Changing lives by providing Cricket Wireless Broadband to the neediest Americans



- One Economy identified needy candidates participating in Portland non-profit community programs
- Cricket donated 24 months of free Cricket Wireless Broadband subscriptions
- Cricket employee volunteers delivered, installed, and activated service on beneficiaries' computers
- One Economy provided relevant content through Beehive website

Cricket with sub-grantee One Economy has applied for Sustainable Broadband Adoption funds to expand program to D.C., Baltimore, Houston, Memphis and San Diego. Instead of receiving free service, participants will receive subsidized service that increases to full price over two years. Digital literacy training will be provided by One Economy's "Digital Connectors" program.

Note: Cricket service is provided in Portland by LCW Wireless, LLC

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Testimonials

"I utilize a lot of scholarly journals online. I found a lot of help though my peers online. Being able to contact them, and just having a lot of resources using the internet."

– Yolanda Paris, College Student and Single Mom

"It also provides people in job training in our program the ability to take that computer and get on the internet in their job training site."

– Lynn Knox, Employment Program Manager

"Cricket Broadband has helped make my life a lot easier. In a lot of different ways, from paying bills to accessing school materials..."

– Bobby Jones, College Student

"The beautiful thing about the Cricket program is it's extremely easy to install, it's not complicated and you push a button and you are on the internet."

– Angela McMahon, Youth Technology Manger

"...and when we got Cricket broadband we were able to get service right away with no problem, connected...it's all good."

– Melvina Orr-Blue, Single Mom