

## Advertising and Outreach

### **Universal Service Advertising**

T-Mobile advertised the offerings that include the supported services throughout the calendar year 2010 via media of general distribution, including the use of media such as radio, television, billboards, print, internet, and targeted mailings, among other things. T-Mobile also maintains various retail stores and authorized dealer locations throughout its ETC designated service area through which it advertises its service offerings. Additionally, after having been designated as an ETC, T-Mobile specifically advertised the supported services in 2010 via newspaper notices that have distribution areas that cover T-Mobile's ETC designated service area using the notice included as Attachment 1.

### **Lifeline Advertising and Outreach**

After being designated an ETC, T-Mobile began advertising the availability of Lifeline and Link Up services. Additionally, T-Mobile identified opportunities to perform targeted outreach regarding Lifeline and Link Up services within weeks of designation as an ETC. Specifically, in 2010, T-Mobile:

- Created, printed and distributed, throughout its retail stores in its designated ETC area, brochures about Lifeline in both English and Spanish
- Posted information about its Lifeline offerings on [www.usac.org](http://www.usac.org)
- Posted information about its Lifeline offerings on the Company's website, [www.t-mobile.com](http://www.t-mobile.com), in both English and Spanish
- Advertised the availability of Lifeline through newspapers distributed throughout its designated ETC area
- Mailed more than 70 poster quality notices to offices where consumers likely to qualify for Lifeline would seek service, including social security and employment offices

Included as Attachment 2 are examples and evidence of these efforts.

**Attachment 1**

## T-Mobile Universal Service Notice

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T-Mobile offers several different rate plans that include all of the following services (or their functional equivalent) supported by the Federal Universal Service fund:

- **Voice grade access**
- **Local usage in varying amounts**
- **Dual tone multi-frequency signaling**
- **Single-party service**
- **Access to emergency services**
- **Access to operator services**
- **Access to interexchange service**
- **Access to directory assistance; and, for qualified Lifeline subscribers, toll limitation or toll control.**

T-Mobile customers may be eligible to receive discounted wireless telecommunications service of \$6.49 per month plus applicable taxes and fees (or \$1 per month for qualifying residents of federally recognized tribal lands) under the Lifeline program and a one-time reduced activation fee under the Link Up program if they satisfy certain eligibility requirements. Lifeline service, including toll limitation or toll control, is only available in certain areas where T-Mobile has been designated as an Eligible Telecommunications Carrier. For more information about T-Mobile's Lifeline and Link Up offerings, visit T-Mobile online at [www.t-mobile.com/lifeline](http://www.t-mobile.com/lifeline) or call USLifeline directly at 1-800-937-8997.



See brochures and Terms and Conditions (including arbitration provision) at [T-Mobile.com](http://T-Mobile.com) for additional information regarding T-Mobile service and products. T-Mobile and the magenta color are trademarks of Deutsche Telekom AG. © 2010 T-Mobile USA, Inc.

**Attachment 2**

# Lifeline Notice

## Check to see if you qualify for discounted monthly wireless service.

### Save money with Lifeline

T-Mobile® customers in Washington may be eligible to receive discounted wireless telecommunications service of \$6.49 per month (or \$1 per month for qualifying residents of federally recognized tribal lands) under the Lifeline program and a one-time reduced activation fee under the Link Up program.

### Qualifying for Lifeline and/or Link Up

In Washington, customers may qualify for Lifeline and/or Link Up assistance if they are currently eligible to receive benefits from any of the following assistance programs:

- Medicaid
- Food Stamps
- Supplemental Security Income (SSI)
- Federal Public Housing Assistance (including Section 8)
- Low Income Home Energy Assistance Program (LIHEAP)
- National School Lunch Program's free lunch program (must qualify for free lunch)
- Temporary Assistance for Needy Families (TANF)

T-Mobile



Additionally, residents of Washington might qualify for Lifeline and/or Link Up if their total household income does not exceed 135% of the Federal Poverty Guidelines.

You must complete a T-Mobile Lifeline and Link Up application form for your state in order to receive Lifeline and/or Link Up benefits.

Customers who are also residents of federally recognized tribal lands may qualify for Lifeline/Link Up assistance under the assistance programs listed or if they are currently eligible to receive benefits from any of the following assistance programs:

- Bureau of Indian Affairs General Assistance
- Tribal Temporary Assistance for Needy Families (TTANF)
- Head Start (must satisfy income-qualifying standard)

## Additional Information & Signing Up

For additional information or to sign up for T-Mobile's Lifeline and Link Up offerings call USLifeline at 1-800-937-8997.

T-Mobile currently offers Lifeline/Link Up service only in areas where the company has Eligible Telecommunications Carrier status.

You may find more information about Lifeline and other wireless services available from T-Mobile USA, Inc. at [www.T-Mobile.com](http://www.T-Mobile.com).

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# Aviso sobre Lifeline

## Ve si eres elegible para recibir un descuento mensual en tu servicio móvil.

### Ahorra con Lifeline

Los clientes de T-Mobile® en el estado de Washington podrían ser elegibles para recibir un descuento en su servicio de telefonía móvil de \$6.49 al mes (o de \$1 al mes para los residentes elegibles de los territorios amerindios federales), bajo el programa Lifeline, así como una rebaja en el cargo único por activación, bajo el programa Link Up.

### Requisitos para Lifeline y/o Link Up

En el estado de Washington, los clientes pueden ser elegibles para obtener ayuda del programa Lifeline y/o Link Up si actualmente reúnen los requisitos para recibir beneficios de alguno de los siguientes programas de asistencia social:

- Medicaid
- Estampillas para comida
- Seguridad de Ingreso Suplementario (SSI)
- Asistencia Federal para Vivienda Pública (incluyendo sección 8)
- Programa de Asistencia de Energía para Hogares de Bajos Recursos (LIHEAP)
- Programa Nacional de Almuerzos Escolares (se debe ser elegible para el programa de almuerzos gratuitos)
- Asistencia Temporal para Familias Necesitadas (TANF)

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Además, los residentes del estado de Washington podrían ser elegibles para el programa Lifeline y/o Link Up si el ingreso total por familia no supera el 135% de las Guías Federales de los Índices de Pobreza.

Para poder recibir los beneficios del programa Lifeline y/o Link Up deberás completar un formulario de solicitud para Lifeline o Link Up de T-Mobile en tu estado.

Los clientes que además sean residentes de los territorios amerindios federales, podrían ser elegibles para obtener ayuda de Lifeline/Link Up, bajo los programas de asistencia que figuran aquí, o si actualmente son elegibles para recibir los beneficios de alguno de los siguientes programas de asistencia:

- Asistencia General de la Oficina de Asuntos de los Amerindios
- Asistencia Temporal Tribal para Familias Necesitadas (TTANF)
- Head Start (se debe cumplir con el estándar establecido de ingresos)

## Información adicional e inscripción

Para obtener información adicional o inscribirte en el programa Lifeline o Link Up de T-Mobile, llama a USLifeline al número 1-800-937-8997.

Actualmente T-Mobile ofrece el servicio Lifeline/Link Up sólo en aquellas áreas donde la compañía cuenta con la categoría de Proveedor Elegible de Servicios de Telecomunicaciones.

Puedes obtener más información acerca de Lifeline y otros servicios de telefonía móvil que ofrece T-Mobile USA, Inc. en [www.T-Mobile.com](http://www.T-Mobile.com).

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Consulta los folletos y los **Términos y Condiciones (incluyendo la cláusula de arbitraje)** en [www.T-Mobile.com](http://www.T-Mobile.com), para obtener información adicional acerca de los servicios y productos de T-Mobile. T-Mobile y el color magenta son marcas comerciales registradas de Deutsche Telekom AG. estamos juntos es una marca comercial registrada de T-Mobile USA, Inc. © 2010 T-Mobile USA, Inc.

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# Lifeline Notice

Attachment C  
of 13

## Check to see if you qualify for discounted monthly wireless service.

### Save money with Lifeline

T-Mobile® customers in Washington state may be eligible to receive discounted wireless telecommunications service of \$6.49 per month (or \$1 per month for qualifying residents of federally recognized tribal lands) under the Lifeline program and a one-time reduced activation fee under the Link Up program.

### Qualifying for Lifeline and/or Link Up

In Washington state, customers may qualify for Lifeline and/or Link Up assistance if they are currently eligible to receive benefits from any of the following assistance programs:

- Medicaid
- Food Stamps
- Supplemental Security Income (SSI)
- Federal Public Housing Assistance (including Section 8)
- Low Income Home Energy Assistance Program (LIHEAP)
- National School Lunch Program's free lunch program (must qualify for free lunch)
- Temporary Assistance for Needy Families (TANF)

Additionally, residents of Washington state might qualify for Lifeline and/or Link Up if their total household income does not exceed 135% of the Federal Poverty Guidelines.

You must complete a T-Mobile Lifeline and Link Up application form for your state in order to receive Lifeline and/or Link Up benefits.

Customers who are also residents of federally recognized tribal lands may qualify for Lifeline/Link Up assistance under the assistance programs listed or if they are currently eligible to receive benefits from any of the following assistance programs:

- Bureau of Indian Affairs General Assistance
- Tribal Temporary Assistance for Needy Families (TTANF)
- Head Start (must satisfy income-qualifying standard)

### Additional Information & Signing Up

For additional information or to sign up for T-Mobile's Lifeline and Link Up offerings call USLifeline at 1-800-937-8997.

T-Mobile currently offers Lifeline/Link Up service only in areas where the company has Eligible Telecommunications Carrier status.

You may find more information about Lifeline and other wireless services available from T-Mobile USA, Inc. at [www.T-Mobile.com](http://www.T-Mobile.com).

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stick  
together

# Aviso sobre Lifeline

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### Ahorra con Lifeline

Los clientes de T-Mobile® en el estado de Washington podrían ser elegibles para recibir un descuento en su servicio de telefonía móvil de \$6.49 al mes (o de \$1 al mes para los residentes elegibles de los territorios amerindios federales), bajo el programa Lifeline, así como una rebaja en el cargo único por activación, bajo el programa Link Up.

### Requisitos para Lifeline y/o Link Up

En el estado de Washington, los clientes pueden ser elegibles para obtener ayuda del programa Lifeline y/o Link Up si actualmente reúnen los requisitos para recibir beneficios de alguno de los siguientes programas de asistencia social:

- Medicaid
- Estampillas para comida
- Seguridad de Ingreso Suplementario (SSI)
- Asistencia Federal para Vivienda Pública (incluyendo sección 8)
- Programa de Asistencia de Energía para Hogares de Bajos Recursos (LIHEAP)
- Programa Nacional de Almuerzos Escolares (se debe ser elegible para el programa de almuerzos gratuitos)
- Asistencia Temporal para Familias Necesitadas (TANF)

Además, los residentes del estado de Washington podrían ser elegibles para el programa Lifeline y/o Link Up si el ingreso total por familia no supera el 135% de las Guías Federales de los Índices de Pobreza.

Para poder recibir los beneficios del programa Lifeline y/o Link Up deberás completar un formulario de solicitud para Lifeline o Link Up de T-Mobile en tu estado.

Los clientes que además sean residentes de los territorios amerindios federales, podrían ser elegibles para obtener ayuda de Lifeline/Link Up, bajo los programas de asistencia que figuran aquí, o si actualmente son elegibles para recibir los beneficios de alguno de los siguientes programas de asistencia:

- Asistencia General de la Oficina de Asuntos de los Amerindios
- Asistencia Temporal Tribal para Familias Necesitadas (TTANF)
- Head Start (se debe cumplir con el estándar establecido de ingresos)

### Información adicional e inscripción

Para obtener información adicional o inscribirte en el programa Lifeline o Link Up de T-Mobile, llama a USLifeline al número 1-800-937-8997.

Actualmente T-Mobile ofrece el servicio Lifeline/Link Up sólo en aquellas áreas donde la compañía cuenta con la categoría de Proveedor Elegible de Servicios de Telecomunicaciones.

Puedes obtener más información acerca de Lifeline y otros servicios de telefonía móvil que ofrece T-Mobile USA, Inc. en [www.T-Mobile.com](http://www.T-Mobile.com).

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## **Lifeline and Link Up Information for T-Mobile Customers in Washington**

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### **Wireless Service**

**Lifeline** is a government program that offers qualified low income households a discount on their monthly local telephone bill. Each state has its own guidelines to qualify. The application and qualification process differs by state and sometimes by individual phone company.

- **How much can I save?**

You will save up to \$13.50 on your basic monthly bill. These benefits apply to your local telephone service charges that you purchase as part of a service. These benefits will also cover your subscriber line charge.

- **How do I know if I am eligible?**

Program based eligibility:

- Federal Public Housing Assistance / Section 8
- Supplemental Nutrition Assistance Program (SNAP)
- Medicaid
- Low Income Home Energy Assistance Program (LIHEAP)
- Supplemental Security Income (SSI)
- National School Lunch (free program only)
- Temporary Assistance for Needy Families (TANF)
- Bureau of Indian Affairs General Assistance
- Tribally Administered TANF
- Head Start (income qualifying / residents of Tribal Lands only)

Income based eligibility:

- Total household income at or below 135% of the Federal Poverty Guidelines.

- **Are there any restrictions?**

Lifeline can only be used for the primary telephone line in a household. You may not purchase additional services available to a non-Lifeline customer except call waiting, caller id, call forwarding, call conferencing and voice mail are included; customers can not purchase data services.. The name on the phone bill must match the name of the household member participating on the eligible program.

- **How do I apply?**

To apply for Lifeline call T-Mobile directly at 800-937-8997. You may find more information about Lifeline and other telephone services available from T-Mobile at <http://www.t-mobile.com/>. An application can be obtained via phone, or online.

- **What proof of eligibility do I need to provide?**

You will be asked for proof of your eligibility by submitting a form signed under penalty of perjury that you receive benefits from or a copy of any dated document which verifies your participation in one of the qualifying programs listed above. Proof of total household income may be required for income based qualification. Your Lifeline benefits will take effect when proof of eligibility is received.

- **How do I continue to receive Lifeline benefits?**

Eligibility is reviewed periodically. Your benefits will be discontinued when you no longer meet the eligibility requirements or when proof of eligibility is not received. Customers who are no longer eligible for Lifeline benefits must notify their service provider.

- **Other Useful information**

There are other options that can help you save money, including free toll blocking, waived deposit with toll

blocking and voluntary limit on long distance calling (toll control).

**Link Up** helps households reduce the cost of initiating telephone service. This program pays some of the cost of connecting local telephone service to your home or activating wireless phone service. However, Link Up does not pay the cost of wiring inside your home.

- **How much will I save?**

Link Up will pay 50% of your installation charges for total discount of \$17.50. (Maximum benefit \$30.00) An additional discount may apply to residents of federally recognized tribal lands.

- **How do I know if I am eligible?**

If you qualify for Lifeline, you also qualify for Link Up.

- **Are there any restrictions?**

Link Up can only be used for the charges for activating a primary telephone line or moving existing service to a new address. Charges related to wiring and telephone jacks within your home and wireless handsets are not eligible for the Link Up discount.

- **How do I apply?**

To apply for Link Up you will follow the same application process as Lifeline and the same proof of eligibility as Lifeline.

**Being a Lifeline or Link Up customer does not protect you from being disconnected if you fail to pay your telephone bill.**

**Lifeline and Link Up discounts cannot be applied to an outstanding balance owed to your phone company.**

**Lifeline can only be applied to one wireless OR wireline telephone per household.**

Last modified on 9/28/2009

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### Lifeline and Link Up programs

Lifeline and Link Up are programs offering discounted service for qualified, low-income customers. Under the Lifeline program, qualified customers receive a discount on their monthly wireless telecommunications service. The Link Up program offers qualified customers a one-time reduction on their activation fee.

#### Where are Lifeline and Link Up discounts available?

T-Mobile currently offers Lifeline and Link Up in certain areas of Florida, Kentucky, North Carolina, and Puerto Rico.

Please click the links below for Lifeline and Link Up brochures explaining T-Mobile's offerings, and to get Lifeline and Link Up applications for your state.

Florida	Brochure	Application	You will need the free Adobe Acrobat Reader to view the Lifeline and LinkUp brochures and applications.
Kentucky		Application	
North Carolina		Application	
Washington	Brochure	Application	



### Lifeline and Linkup FAQs

#### How much can I save under the Lifeline and Link Up programs?

Yes. The Lifeline program can save qualified T-Mobile customers up to \$13.50 per month. Qualified residents of Federally Recognized Tribal Lands may receive service for as little as \$1 per month. With the Link Up program, qualified T-Mobile customers activating a new line of service can save \$17.50 off of the traditional \$35 activation fee.

#### How do I qualify for Lifeline and Link Up?

Eligibility requirements vary by state. Please review the Lifeline and Link Up application for your state for qualifications.

#### Are there any additional restrictions for Lifeline and Link Up?

Yes. Lifeline benefits are limited to one wireless or landline telephone number per household. Lifeline and Link Up benefits cannot be applied to charges you incurred or paid prior to qualifying for Lifeline and Link Up assistance. Link Up assistance cannot be applied to customer facilities (e.g., upgrading antennas or lines on your property) or equipment, including the cost of your wireless phone. Other terms and conditions apply.