

## **Sprint Moves Forward with Portfolio of Local, Long-distance and Nationwide Wireless Bundles; FCC UNE-P Order Encourages Expansion of Successful Sprint Trials**

*Sprint demonstrates position as a leading integrated communications provider by offering coast-to-coast, unlimited local, nationwide long-distance and wireless bundle*

For more information, or to order Sprint Complete Sense, click [here](#).

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### **OVERLAND PARK, KS — August 27, 2003**

Sprint (NYSE: FON, PCS) has reaffirmed its position as a leading integrated communications provider by offering Sprint Complete Sense<sup>SM</sup>, a portfolio of calling bundles. This is in direct response to the recent FCC order on UNE-P, which more clearly established the parameters for new local competition in mass markets and, in turn, brings more value to consumers. Sprint Complete Sense products utilize the Unbundled Network Elements Platform (UNE-P) along with the company's existing long-distance and nationwide wireless networks to offer customers the simplicity of a single provider.

"The recent FCC order paves the way for long-awaited competition and choice for local telephone service, and Sprint is responding with a portfolio of new bundles," said Len Lauer, president of the PCS Division of Sprint. "With Sprint Complete Sense Unlimited<sup>SM</sup> with PCS, one of the new calling bundles from Sprint, customers no longer need to think about where, when or which phone to use to make a call anytime of the day or day of the week."

The portfolio consists of four bundled calling plans – including an unlimited local, domestic long-distance and wireless bundle called Sprint Complete Sense Unlimited with PCS that is the only one of its kind.

"The company already possesses institutional expertise as an integrated telecommunications company. Sprint has a strong consumer brand, nationwide distribution channels, wireless and wireline network assets and the financial stability required to expand its integrated product offerings," said Howard Janzen, president of Sprint's Global Markets Group. "Sprint has long served as a leader in the field of bundling and has set the bar on selling multiple products into a customer base. Currently, nearly 50 percent of our local customers and more than 20 percent of our wireless customers also use Sprint long-distance service."

The company's expertise in packaging multiple products into a simple, single bundle and its strong nationwide long-distance and wireless networks uniquely position Sprint in the communications industry to offer combined calling plans coast-to-coast. Sprint operates the largest all-digital, all-PCS nationwide wireless network and built the only fiber-optic network from the ground up for nationwide long-distance calling from your home. The Sprint Complete Sense portfolio of bundled products will be offered to approximately 80 percent of U.S. households in selected markets in 36 states and the District of Columbia. This complements the other bundled offers already available to approximately five percent of the country through the Local Telephone Division of Sprint.

"Sprint's portfolio of assets provides the ability to package the most valuable services requested by our customers," said Lauer. "The Sprint Complete Sense product line is unique in that it offers customers several service packages – including an unlimited wireless option. And, Sprint has the most efficient and economic means to reach customers coast-to-coast through traditional online and call center sales, as well as through our strong marketing partners, hundreds of Sprint Stores and potentially third-party retailers."

The Sprint Complete Sense portfolio offers customers four choices to meet various calling needs at prices from \$44.99 for unlimited local calling and a block of long-distance minutes to \$189.99 for a complete package of unlimited local, nationwide long-distance and unlimited wireless calls. Additionally, discounted international per-minute rates are available for a small monthly fee. Customers can check to see if they are eligible for Sprint Complete Sense products by calling 1-800-PIN-DROP, visiting a Sprint Store or visiting [www.sprint.com](http://www.sprint.com).

Because of the assets Sprint possesses, the company is uniquely positioned to enhance its product portfolio with integrated wireline and wireless features. Sprint also plans to offer small business customers a portfolio of voice bundles this fall.