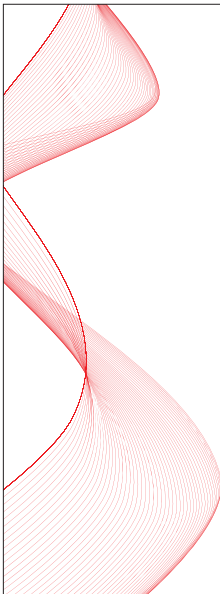




## Ready Wireless | MVNO Brand Overview



**readywireless™**  
A PREMIUM MVNO PROVIDER

The Ready Wireless MVNO Service Delivery Platform provides flexible end-to-end solutions for small, mid-sized, and large MVNOs, whether established, poised to expand, or are just getting started.

Achieve your desired business results with speed-to-market and flexible business processes through multi-carrier integration and cost effective rates.

www.readywireless.com



**COMPANY**

**Ready Wireless MVNO CDMA & GSM**

Ready Wireless is a privately-held wireless telecommunications provider that powers voice, text, and data product solutions on a multi-carrier network (MVNE (Mobile Virtual Network Cradle)) platform. MVNO partners and White Label have access to an integrated, scalable, and flexible solution.

Ready's end-to-end product platform includes integrated billing, standardized service APIs, third-party integration, eCommerce, provisioning, fulfillment, hosted infrastructure, and customer service/CRM services.

“OUR PLATFORM CAN SCALE TO A COMPLETELY CUSTOM API DRIVEN SOLUTION TO INTEGRATE WITH EXISTING PRODUCTS, BILLING SYSTEMS, AND OTHER COMPANY INFRASTRUCTURE. INDUSTRY EXPERTS KNOW THIS CAPABILITY TRULY SETS US APART.”  
-Fred Heumesser | CEO & Co-founder

Our streamlined proprietary OSS platform allows us to rapidly deploy wireless telecommunications solutions to accelerate market entry for our MVNO partners. These capabilities help clients reach their revenue goals efficiently, with higher quality results. Ready Wireless places its clients in the middle of the world's largest consumer market for B2B and B2C opportunities.

www.readywireless.com | 319.294.6080 | info@readywireless.com



**SOLUTIONS**

**White Label**  
Launch your own brand in the lucrative and growing wireless services market. Ready Wireless' scalable and partner-integrated platform gives you the benefit of a near-turnkey solutions in as few as six weeks.

**Enterprise**  
Discover significant mobile savings across your Enterprise by right-sizing your airtime plans. Ready Wireless will tailor your airtime and devices to the unique nature of your organization. Want to keep your current devices or phone numbers? Our Enterprise Solutions can achieve that as well.

**eCommerce**  
Proven eCommerce solutions from the ground-up provide your customers with the consumer experience that matches your brand and give you the peace of mind in the proven underlying technology and security you need to protect your bottom line.

**Wholesale**  
The Ready Wireless multi-tenant architecture enables you to safely and securely scale services as your subscriber base grows. Choose from a variety of air care managed services, including those available via SAS integration, and the flexibility of multi-carrier network access.

**WHITE LABEL**  
Prepaid/Postpaid, Merchant Account & Lockbox Support, Affiliate Program, Order Management, Customized Shipping, Packaging, & Fulfillment, Customer Care & Multi-Tier Support, Back, Terms & Inventory Support, Consumer Self-Service, Customized Device Branding, Multi-Carrier Coverage Options.

**ENTERPRISE SOLUTIONS**  
Consolidated Billing, Provisioning Support, Secure Corporate Access, Network Services, Multi-Carrier Coverage Options, Group Rates & Airtime Plans, WPC Account Support, VPN/Firewall/IDS (road map)

**ECOMMERCE SOLUTIONS**  
Call Based & Fax Based, Monitoring, Advertising, & Order Support, Mobile Design, Standardized Framework, Secure Payments & Transactions, Consumer Confidence, Site Traffic Management & SEO

**WHOLESALE SOLUTIONS**  
Client Managed, Multi-Tenant Architecture, Air Care Managed Services, SAS Integration, Service Delivery Interface, Workflow Automation, Agent Distribution, & Commission-Affiliate Model, Carrier Access, Network Access Options, CDR Integration, Bulk Invoicing, Carrier Service Plans

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**ECOMMERCE SOLUTIONS**

**Ready to Launch**

Ready Wireless multi-tenant architecture enables you to safely and securely scale services as your subscriber base grows. Choose from a variety of air care managed services, including those available via SAS integration, and the flexibility of multi-carrier network access. Achieve any level of partnership. Ready's end-to-end product platform utilizes an integrated, scalable and flexible solution to fit any level of affiliation.

Every 30 seconds \$1.2 million in eCommerce is transacted globally.

**LEVELS OF AFFILIATION & FEATURE BENEFITS**

AFFILIATE PARTNER	BRAND PARTNER	CUSTOM MVNO
<ul style="list-style-type: none"> <li>Co-brand Ready Mobile site</li> <li>Order flow</li> <li>Invoicing</li> <li>Statements</li> <li>Packaging</li> <li>MS Account</li> <li>Standard devices &amp; plans</li> <li>Standard order flow</li> <li>Devices provisioned &amp; fulfilled by Ready Wireless</li> <li>New share or Billing &amp; Save model</li> <li>Std reporting through OSS Portal</li> <li>Std Usage Alerts &amp; Text campaigns</li> <li>All Ready MVNO Engine features included</li> </ul>	<ul style="list-style-type: none"> <li>Unique URL, owned by client</li> <li>Network Ready Mobile</li> <li>Header color</li> <li>Logo</li> <li>Static page copy</li> <li>Billing</li> <li>Change requirements on CC statement</li> <li>Choose items from approved device list</li> <li>Choose from all plans</li> <li>Change plan or device MSRP</li> <li>Devices provisioned &amp; fulfilled</li> <li>New share or Billing &amp; Save model</li> <li>Std reporting through OSS Portal</li> <li>Std Usage Alerts &amp; Text campaigns</li> <li>All MVNO Engine features included</li> </ul>	<ul style="list-style-type: none"> <li>Unique URL, owned by client</li> <li>Customizable</li> <li>API driven</li> <li>Ready or 3<sup>rd</sup> party will build</li> <li>Custom devices</li> <li>Custom plans</li> <li>Custom pricing</li> <li>Custom sales flow</li> <li>Select Ready MVNO Engine elements</li> <li>Bring your business model</li> </ul>
Set Up 2 Weeks   Minimums Apply   18 Mo. Commitment	Set Up 2 - 3 Weeks   Minimums Apply   18 Mo. Commitment	Requirements Phase 1-8 Weeks   Specification Phase 1-8 Weeks   Time to Market Quoted After Full Specification Development   Minimums Apply   24 Mo. Commitment

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**MVNO SERVICES**

**eCommerce Site Development**  
Our experienced team of in-house designers and developers are available to build your modern and mobile-first eCommerce website. Clients may also choose to use their current engineering staff to build their online presence by integrating with Ready's OSS Platform using our suite of APIs.

**Partner Integration**  
Tier-1 carrier's clients benefit from our financial investments in successful and diverse partnerships. From multiple Tier-1 carriers and handling CDMA and GSM devices, our current architecture and affiliations are proof you can be confident in our ability to integrate with your systems, and with our future partners.

**Support/Procurement**  
Our long-standing relationships with leading device vendors give you substantial access to carrier-certified handsets for use on one of our multiple Tier-1 networks. Our stable purchasing volume and on-site warehousing allows you to select from a broad catalog of handset models. These advantages provide our clients with a hassle-free solution to fulfill their procurement needs.

**Inventory Management**  
Our inventory management system tracks your procured handsets down to the GSM serial code, allowing you the assurance that your inventory can be found in our secure warehouse at any given time. Ready Wireless' inventory management services protect you from demand inventory and the risk of having obsolete stock. This system allows you the flexibility of on-demand sourcing when your inventory shrinks, giving you regular reports and providing the business intelligence needed to replenish your stock.

**Device Fulfillment/Shipping**  
Ready Wireless' dedicated order fulfillment and shipping services enable you to focus on your core business. On-site fulfillment and shipping teams scale to match your advertising efforts with a full complement of fulfillment and shipping reports via our iOrder portal.

**Device Flashing/Branding**  
Stay easily in compliance with Tier-1 carriers by taking advantage of our in-house device flashing and branding services. By removing manufacturer specific messages and business from pre-owned handsets, your brand can follow Tier-1 carrier guidelines and intellectual property rules.

**Carrier Provisioning**  
Tier-1 carrier's network integration allows Ready Wireless to automate the provisioning of your devices, whether shipped activated or inactive. As an additional option, our SAS APIs can be leveraged by your in-house engineering group for custom provisioning on your current automated workflow.

**COLLABORATE WITH OUR EXPERIENCED TEAM TO MEET SPECIFIC GOALS AND ENSURE YOUR BRANDS SUCCESS.**

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**CONSUMER PRODUCTS**

**Ready for Market**

Ready Wireless offers both prepaid and postpaid billing solutions. Since 2006, we've provided mobile services to consumers through national retail chains.

Ready Tier-1 Carrier Voice, Text, and Data under your own brand with the ability to bundle into airtime packages, and self shared airtime within a family plan.

**BYOD**  
Additional consumer products & services include Parental Controls, (road map), Extended Service Plans for devices, and in-demand device accessories.

**CONSUMER PRODUCT CATEGORIES**

HARDWARE	FEATURES	THIRD PARTY
<ul style="list-style-type: none"> <li>BYOD</li> <li>Basic   Query   Smart Phones</li> <li>Household   Home Connect</li> <li>Broadband</li> <li>Household   Home Connect</li> <li>Personalized Device Branding</li> <li>Device Leasing   Financing</li> <li>Device Service Plans</li> </ul>	<ul style="list-style-type: none"> <li>Voice</li> <li>SMS</li> <li>Data</li> <li>Active Packages</li> <li>Family Plans</li> <li>Prepaid   Postpaid Billing</li> <li>Usage Alerts</li> <li>International</li> </ul>	<ul style="list-style-type: none"> <li>Text into Inquirer consumer appeal with International Long Distance and prepaid debit cards via Ready Wireless' affiliate with BillGuard and Best ID.</li> <li>Directory Assistance</li> <li>POSA Providers</li> <li>International Long Distance</li> <li>Loyalty Programs (road map)</li> <li>Content Based Services (road map)</li> <li>Subsidized Services (road map)</li> </ul>

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Ready Wireless | Campaign Design



Air Fair | Lifeline One Sheet

**National Retail Lifeline Top Up Solution for ETC's**

Your ETC consumers need a cash-based, conveniently located reload solution for their Lifeline phones. You need a cost effective, easy to manage retail reload program that drives ARPU and increases customer retention. Incomm & Ready Wireless have entered into a joint venture to provide that solution.

- » **One, Ubiquitous Lifeline Top Up Solution**
  - Open Platform - All ETC's can participate.
  - Simple denominations - \$5, \$10, \$20, \$30 & \$50.
  - Defines your own rate plans - Voice, SMS, Data Seamlessly add new states.
  - Brand with your logo - Front and/or Back.
- » **National Chain Presence**
  - One brand across thousands of retail locations.
  - In the planogram and ready when you open states.
  - Shared cost of production, distribution, merchandising.
  - No extra overhead to manage program.



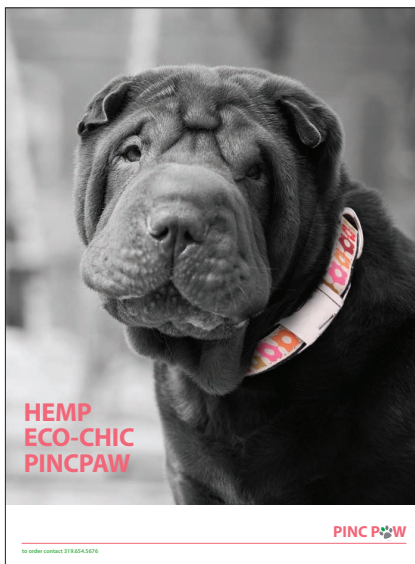
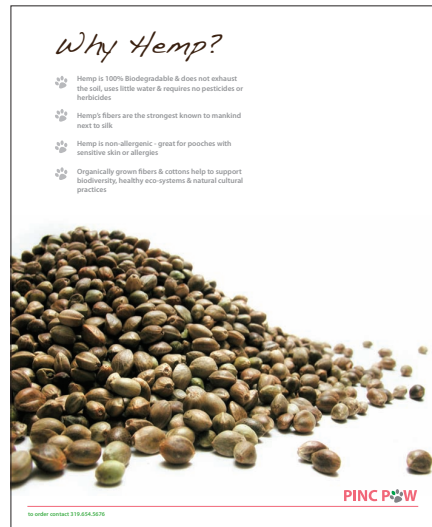
**Did You Know?**  
Incomm's network includes more than 255,000 worldwide retail locations. If each location equaled one mile, it would travel around the earth 10 times!



**Need More Information?**  
Fred Haumesser  
fhaumesser@readywireless.com • 630.961.0224



Pinc Paw | Logo & Catalog Design





Branding Development

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YOU MAY BE ELIGIBLE FOR THIS BENEFIT IF YOU PARTICIPATE IN: FOOD STAMPS • MEDICAID/MEDI-CAL • FREE LUNCH • PUBLIC HOUSING • SSI • OR MEET INCOME REQUIREMENTS.

DATE: \_\_\_\_\_  
 TIME: \_\_\_\_\_  
 PLACE: \_\_\_\_\_

**UPGRADE YOUR PHONE**

**FREE SMART PHONE**

**BRING YOUR OWN PHONE**

**x2 DATA**

**enTouch WIRELESS**  
 POWERED BY BOOMERANG WIRELESS

AN APPROVED CALIFORNIA LIFELINE PROGRAM PROVIDER.

**CALL NOW! 844.891.1800**

# FREE

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**UPGRADE YOUR PHONE**

**FREE SMART PHONE**

**BRING YOUR OWN PHONE**

**x2 DATA**

**CALL NOW 844.891.1800 | ENTOUCHWIRELESS.COM**

## BRING US YOUR SMART PHONE &

get **FREE SERVICE**

**FREE INTERNET TOO!**

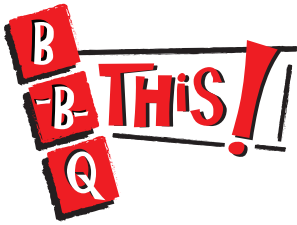
A Lifeline Benefit.

**enTouch WIRELESS**  
 POWERED BY BOOMERANG WIRELESS

**CALL NOW! 1.866.488.8719**

PLANS	TOP UP	DISCLOSURES	IMPORTANT																																																				
<p><b>CALIFORNIA LIFELINE PRODUCTS</b></p> <table border="1"> <tr> <th>Cost</th> <th>Unlim*</th> <th>Data*</th> </tr> <tr> <td>FREE</td> <td>UNLIMITED TALK &amp; TEXT</td> <td>30</td> </tr> <tr> <td>FREE with Data</td> <td>UNLIMITED TALK &amp; TEXT</td> <td>30</td> </tr> <tr> <td></td> <td></td> <td>(DATA = 100 MB)</td> </tr> </table> <p><b>DATA TOP UP PLANS</b></p> <table border="1"> <tr> <th>Cost</th> <th>Unlim*</th> <th>Data*</th> <th>Unlim*</th> <th>Data*</th> </tr> <tr> <td>\$5</td> <td>0</td> <td>200MB</td> <td>N</td> <td>30</td> </tr> <tr> <td>\$10</td> <td>250</td> <td>750MB</td> <td>N</td> <td>30</td> </tr> <tr> <td>\$30</td> <td>UNLIMITED</td> <td>1GB</td> <td>N</td> <td>30</td> </tr> <tr> <td>\$30</td> <td>UNLIMITED</td> <td>1.5GB</td> <td>N</td> <td>30</td> </tr> <tr> <td>\$50</td> <td>UNLIMITED</td> <td>4.5GB</td> <td>N</td> <td>30</td> </tr> </table>	Cost	Unlim*	Data*	FREE	UNLIMITED TALK & TEXT	30	FREE with Data	UNLIMITED TALK & TEXT	30			(DATA = 100 MB)	Cost	Unlim*	Data*	Unlim*	Data*	\$5	0	200MB	N	30	\$10	250	750MB	N	30	\$30	UNLIMITED	1GB	N	30	\$30	UNLIMITED	1.5GB	N	30	\$50	UNLIMITED	4.5GB	N	30	<p><b>CALL 611 TO TOP UP FROM YOUR PHONE</b></p> <p><b>TOP UP ONLINE</b>  <a href="http://WWW.ENTOUCHWIRELESS.COM">WWW.ENTOUCHWIRELESS.COM</a></p> <p><b>PURCHASE AT RETAIL</b></p> <p>airTouch</p> <p>Find your local retail locations at <a href="http://entouchwireless.com">entouchwireless.com</a>.</p>	<p><b>YOU WILL NEED TO COMPLY WITH THE FOLLOWING REQUIREMENTS TO RECEIVE YOUR CALIFORNIA LIFELINE BENEFIT:</b></p> <p><b>ELIGIBILITY PROGRAMS &amp; INCOME LEVELS</b></p> <table border="1"> <tr> <th>Category</th> <th>1-2 Members</th> <th>3 Members</th> <th>4 Members</th> <th>5+ Members</th> </tr> <tr> <td>Annual Income Limits</td> <td>\$25,500</td> <td>\$32,100</td> <td>\$38,700</td> <td>\$5,400</td> </tr> </table>	Category	1-2 Members	3 Members	4 Members	5+ Members	Annual Income Limits	\$25,500	\$32,100	\$38,700	\$5,400	<p><b>CALIFORNIA PUC</b></p> <p><b>CALIFORNIA PUBLIC UTILITIES COMMISSION CONSUMER AFFAIRS</b></p> <p>555 Van Ness Avenue   San Francisco, CA 94102          Toll Free: 1.800.648.7570  <a href="http://www.puc.ca.gov/PUC/CONSUMER_complaint/">http://www.puc.ca.gov/PUC/CONSUMER_complaint/</a></p>
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J.W.Morton congratulates the Linn-Mar Foundation on winning the 2008 Corridor Business Journal Award for Innovative Non-Profit Marketing Campaigns. Linn-Mar is full of surprises – inside and out. Thanks for letting us be part of the excitement.

  
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