

how much do you use your cell phone?

Cricket customers

other wireless users

31%

6%

Five times as many Cricket customers use **1,500 minutes per month***

32%

12%

Nearly three times as many Cricket customers **text daily***

68%

15%

More than four times as many Cricket customers **have no landline** phone service.‡

how important is your cell phone to you?

cell phone users rely on their wireless phones as more than just a means of communication*

52%

52% agree that: "My cell phone is a critical part of my life." & "I would feel lost without my cell phone."

59%

59% say "Cell phones give me the freedom I need to run my life."

22%

22% agree that "My cell phone is an expression of who I am."

make it your own

how Cricket customers personalize their phones‡

59%

(59%) with ringtones

51%

(51%) with wallpapers

42%

(42%) with personal photos

14%

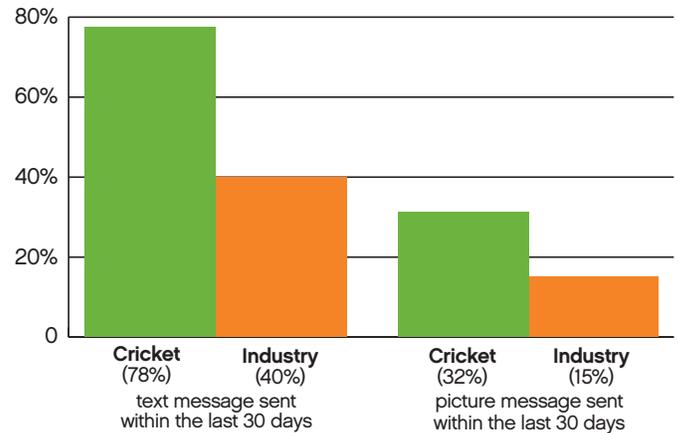
(14%) with downloadable games

11%

(11%) with stickers and/or gemstones

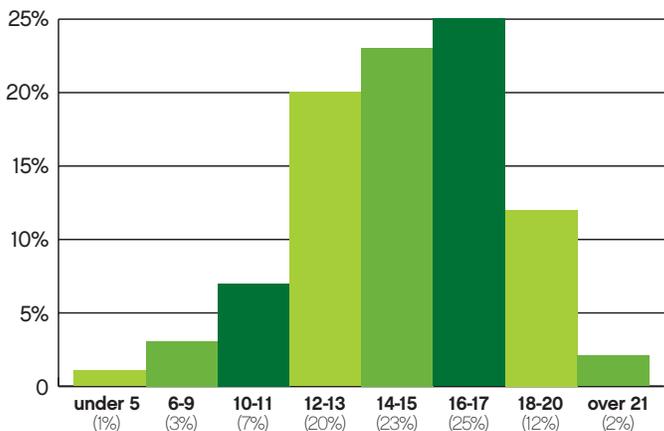
fastest fingers

Cricket customers send twice the industry average for text and picture messaging‡



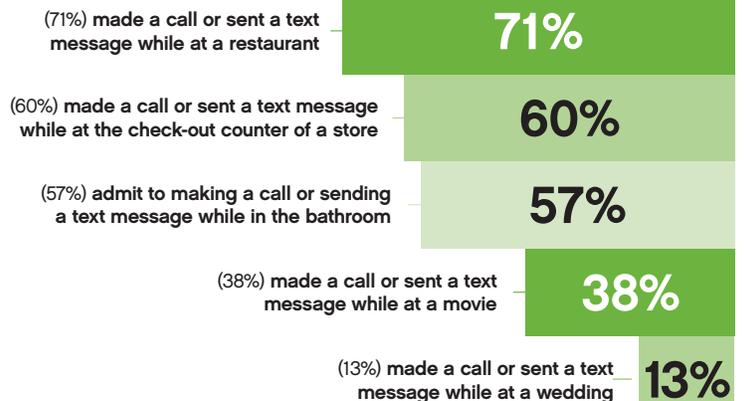
how young is too young?

age when Cricket customers think a person should get their first cell phone‡



you're where?

where Cricket customers use their cell phones‡



* Source is an online survey of 1,400+ non-Cricket cell phone users and 300+ Cricket customers conducted in Q4 '06

‡ Source of Cricket data is a study of 7,000 Cricket customers conducted in Q3 '06. Source of industry data is a survey conducted by Yankee Group in 2006.

‡ Source is a survey of 2,800 Cricket customers conducted in Q2 '07. Source of industry data is M:Metrics.