



## Virgin Mobile USA Broadens David Messenger's Role to Chief Administrative & Corporate Development Officer

WARREN, N.J., April 14 /PRNewswire-FirstCall/ -- Virgin Mobile USA, Inc. (NYSE: VM) today announced that David Messenger has assumed the responsibilities of Chief Administrative & Corporate Development Officer, to reflect the lead role he has taken in coordinating and shaping the company's corporate development overall.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20070613/VIRGINMOBILE> )

In making the announcement, Virgin Mobile USA CEO Dan Schulman said, "As we focus on evolving the next phase of our growth, David's experience as a strong strategic business leader and in-depth knowledge of the industry will be critical. We have been drawing on his broad strategy and consulting experience for some time, and he will be instrumental in continuing to shape our vision and corporate development efforts."

"I couldn't be prouder to be a part of this dynamic company as it continually redefines the wireless industry," said Messenger. "I'm excited about the many opportunities we have to accelerate our future growth, building on the strong foundation of our new products and services, ongoing excellence in customer service and the powerful Virgin brand." He is part of the company's Leadership Team with Schulman, COO Jonathan Marchbank, CFO John Feehan, and co-Founder and General Counsel Peter Lurie.

Messenger joined Virgin Mobile USA in July of 2005 as Chief People Officer, in a strategic role partnering with CEO Schulman to architect changes to enable the next phase of growth for the company, with responsibility for all talent management and human resources capabilities. He will continue with these responsibilities in addition to leading all corporate development activities, procurement and facilities.

Prior to joining Virgin Mobile USA, Messenger had extensive experience in strategy execution and mergers and acquisitions during his consulting career with Price Waterhouse and Towers Perrin. He worked in the telecom and entertainment sectors as a principal consultant with Price Waterhouse in Europe and the US. He was then a principal and practice leader with Towers Perrin, responsible for the change management practice in the East and Central regions while also playing a leading role in the firm's Global M&A practice. More recently he served as Senior Vice President of Human Resources for Take-Two Interactive Inc. in New York City, partnering with the CEO to execute and drive organizational change. He was educated at University of Wales College Cardiff and Robinson College Cambridge in the United Kingdom.

About Virgin Mobile USA, Inc.

Virgin Mobile USA, Inc. (NYSE: VM), through its operating company Virgin Mobile USA, L.P., offers more than 5 million customers control, flexibility and choice in wireless service, rich data content and innovative products without annual contracts. Voice pricing plans range from monthly options with unlimited nights and weekends to by-the-minute offers, allowing consumers to adjust how and what they pay according to their needs. Virgin Mobile's full slate of smart, stylish and affordable handsets, including the Wild Card, Super Slice and Flare, are available at top retailers in more than 40,000 locations nationwide and online at <http://www.virginmobileusa.com/>, with Top-Up cards available at more than 140,000 locations.

J.D. Power and Associates has ranked Virgin Mobile highest in customer satisfaction among wireless prepaid services in 2006 and 2007, and its customers report a 90% satisfaction rate. Virgin Mobile contributes a portion of its profits from downloadable content to The RE\*Generation, its pro-social initiative to help homeless youth; and provides postage-paid return envelopes in every new package for customers to recycle old phones. Virgin Mobile USA's national coverage is powered by the nationwide Sprint PCS network.

This press release contains certain forward-looking statements and information relating to us that are based on the beliefs of our management as well as assumptions made by, and information currently available to, us. These statements include, but are not limited to, statements about our strategies, plans, objectives, expectations, intentions, expenditures, and assumptions and other statements contained in this document that are not historical facts. When used in this press release, words such as "anticipate," "believe," "estimate," "expect," "intend," "plan" and "project" and similar expressions, as they relate to us are intended to identify forward-looking statements. These statements reflect our current views with respect to future events, are not guarantees of future performance and involve risks and uncertainties that are difficult to predict. Further, certain forward-looking statements are based upon assumptions as to future events that may not prove to be accurate. Many factors could cause our actual results, performance or achievements to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements. The potential risks and uncertainties that

could cause actual results to differ from the results predicted include, among others, those risks and uncertainties discussed in our filings with the Securities and Exchange Commission, copies of which are available on our investor relations website at <http://investorrelations.virginmobileusa.com/> and on the SEC website at <http://www.sec.gov/>. We neither intend nor assume any obligation to update these forward-looking statements, which speak only as of their dates.

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