



Virgin Mobile USA to Introduce Lowest-Priced Unlimited Nationwide Calling With No Roaming or Long Distance Charges, No Activation Fees or Annual Contracts

New 'Totally Unlimited' Calling for Just \$79.99 Available July 1 With No Annual Contract or Credit Card Required

WARREN, N.J., June 24 /PRNewswire-FirstCall/ -- For many Americans these days, expenses seem a lot more "unlimited" than wireless phone offers. With the cost of gas, air travel and other items, it seems the sky is the limit for what we have to spend. That's why Virgin Mobile USA will unveil its new "Totally Unlimited" calling plan for \$79.99 on July 1, the lowest priced and first unlimited nationwide calling plan without roaming charges or an annual contract that can be purchased by cash or credit.

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

"'Totally Unlimited' for 79.99 per month is simply a better value than postpaid plans offer," said Bob Stohrer, Chief Marketing Officer of Virgin Mobile USA. "It is simply not necessary to sign a two-year contract to get real worth with your wireless plan. This offer surpasses the regional carriers' unlimited calling plans as well, as most add on roaming charges that can cost customers as much as 79 cents per minute. With 'Totally Unlimited,' Virgin Mobile USA is providing consumers unlimited talk without all the limitations."

Consumers who opt for Virgin Mobile USA's new "Totally Unlimited" calling plan will be able to talk as much as they want each month across days, nights, weekdays and weekends. The Totally Unlimited plan -- like all Virgin Mobile USA calling plans -- will be available for purchase with cash using Top-Up cards, or with credit/debit for maximum convenience. For just \$10.00 more per month, consumers can add Unlimited Text & Messaging, with texting, IM, email and picture messages. Initial information on "Totally Unlimited" is available now at <http://web.virginmobileusa.com/unlimited>. As of July 1, customers can get information in more than 40,000 retail outlets, at <http://www.virginmobileusa.com/>, or by calling Customer Care at 888-322-1122.

The "Totally Unlimited" calling plan joins a range of new enhancements to Virgin Mobile USA's voice and messaging plans -- both Pay As You Go and Monthly -- that were unveiled this past March. Those new offers include a host of highly competitive Monthly and Pay As You Go plans without annual contracts, as well as new Top-Up card denominations and a range of Text & Messaging Packs including the \$10 Unlimited Messaging offer that is available on all Monthly plans.

Virgin Mobile USA also offers a range of high-quality and affordable cell phones from leading manufacturers ranging from \$19.99 to \$99.99, including the new Flare and Slash, and the popular Wild Card. There is no additional charge for voicemail, call waiting or Virgin Mobile USA's award-winning customer service. The company has attractive international rates as well, such as calls for as low as five cents a minute to Mexico.

Virgin Mobile USA spells out for consumers exactly how its prepaid voice and text & messaging options stack up overall against other carriers with easy-to-understand comparison charts posted at <http://web.virginmobileusa.com/about/why-choose-us>.

About Virgin Mobile USA, Inc.

Virgin Mobile USA (NYSE: VM), through its operating company Virgin Mobile USA, L.P., offers more than five million customers control, flexibility and choice through Monthly Plans Without Annual Contracts, with national coverage powered by the Sprint PCS Network. Virgin Mobile USA's full slate of smart, stylish and affordable handsets, including the Wild Card (<http://www.pcmag.com/article2/0.1759.2225797.00.asp>), Slash (<http://www.samsung.com/us/consumer/detail/detail.do?group=mobilephones&type=m> obilephones&subtype=morecarriers&model_cd=SPH-M310ZKAVMU) and Flare (<http://www.virginmobileusa.com/phones/phoneDetail.do?skuld=VML165>), are available at approximately 40,000 top retailers nationwide and online at <http://www.virginmobileusa.com/>, with Top-Up cards available at more than 140,000 locations. J.D. Power and Associates (<http://www.jdpower.com/telecom/ratings/prepaid-wireless-ratings>) ranked Virgin Mobile USA highest in customer satisfaction among wireless prepaid services in both 2006 and 2007, and its customers report a 90% satisfaction rate.

Virgin Mobile USA allows customers to earn free minutes in exchange for viewing advertising content online through the innovative Sugar Mama program; and contributes a portion of profits from downloadable content to The RE*Generation, its pro-social initiative to help homeless youth (<http://www.homelessyouthamongus.org/>).

Pricing excludes taxes and surcharges.

Photo: <http://www.newscom.com/cgi-bin/prnh/20070613/VIRGINMOBILE>
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