

Why Wireless? *Wireless is no longer a luxury, it is a necessity. Customers are cutting the cord to their landline phone service and switching to family and set-price mobile plans. They're also willing to switch mobile carriers for the right amount of savings. Businesses are more and more reliant on their employees being able to work virtually anywhere at anytime. Interested in learning how you can get in on this trend?*



Why Sell Sprint? *With Sprint you not only get instant brand recognition you also get industry-leading, award-winning devices and the first wireless 4G network from a national carrier. Sprint is well positioned with our brand focused on value, simplicity and productivity. You can offer your customers the best value with our suite of Simply Everything™ Plans with Any Mobile, AnytimeSM and competitively priced devices. In tough times, Sprint has the plans that fit the bill for individuals, families and businesses that are about more than saving nickels and dimes, but rather hundreds and even thousands of dollars over AT&T and Verizon's similar plans. What are you waiting for?*



Why Sprint? *Sprint offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses and government users. Sprint is widely recognized for developing, engineering and deploying innovative technologies; industry-leading mobile data services; and instant national and international walkie-talkie capabilities. But what does that mean to customers and to you?*



Sprint Features and Benefits

Some of the benefits you will receive as a Sprint Preferred Retailer include:

Dealers Benefits without the Fees. Sprint's Preferred Retailer program has no Dealer fees or royalty fees – this is not a franchise.

Strong Brand Recognition. Authorized Retailers leverage Sprint's strong brand recognition by prominently displaying Sprint signage on their locations.

Advertising. Sprint utilizes a variety of national and local advertising mediums to improve customer awareness and drive demand for the products and services offered by our Preferred Retailers.

Technology Leader. Sprint's heritage of cutting-edge technology (devices, 4G network, etc.) provides a competitive advantage against other service providers.

Location Assistance. Leverage our demographic data and retail distribution mapping to find the best location for your stores. Local experts who understand the market provide additional insight into underpenetrated areas of opportunity.

Commitment to Customer Satisfaction. From customer loyalty programs to initiatives such as Ready Now, Sprint is dedicated to providing every customer an exceptional experience.

Store Layout and Fixtures. We provide recommended floor plans that help maximize the value of a relatively small retail space. Fixture packages are also available to create a professional yet welcoming store that highlights Sprint's products and services.

Systems and Tools. Sprint provides access to several key systems that enable our Dealers to sell and service their customers. In addition, an on-line intranet dedicated to Authorized Representatives provides access to key support tools, M&Ps and reference materials.

Training. Sprint offers a multi-phased learning program that includes both classroom and hands-on training. On-going training is delivered via classroom, web-based training, and on the sales floor by our experienced local support teams.

On-going Support. Our experienced corporate and local teams partner to provide exceptional on-going support. From operations to selling skills, our support team is available to maximize the effectiveness of your stores.

Communication. Sprint delivers key information via email News, weekly Playbooks, regular conference calls and web events. Local teams also conduct regular store visits to reinforce important information and answer questions.

There are many reasons why Sprint is the wireless way to go. It's no longer all about voice. Customers want data wherever they are, whenever they want it. Sprint's outstanding network performance means customers can depend on Sprint to browse the Web, access e-mail, share pictures, use navigation tools, wirelessly download music, listen to radio and watch live TV and full-length movies, and much much more.

Game-Changing Partnerships. Sprint 4G covers nearly 40 million people and reaches over 50 markets. Get speeds up to 10 times faster than 3G. See sprint.com/4G for details.

High Quality Customer Service. Results from the J.D. Power & Associates 2010 Wireless Retail Sales Satisfaction Study – Volume II rank Sprint in second. Sprint finished one point shy of first place for a virtual tie. This recent survey is another proof point that Sprint continues to make positive gains in overall customer experience.

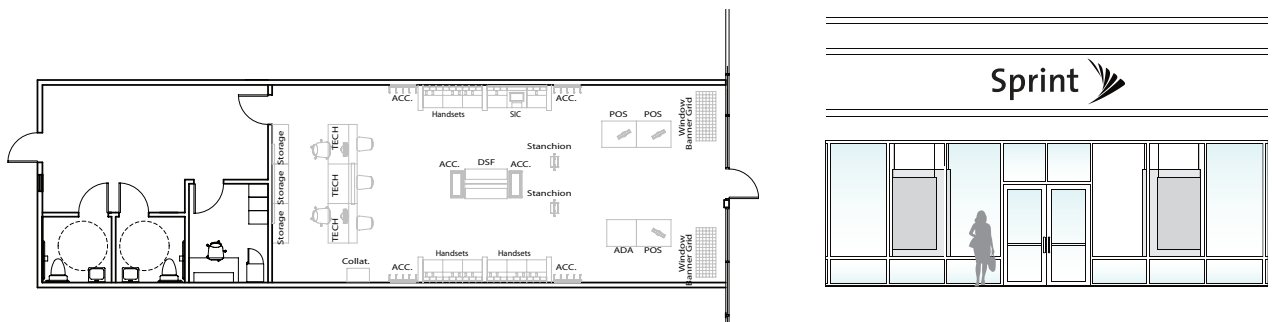
A Great Handset Line-Up. Sprint phones are proven winners with customers and critics.

- HTC EVO is the first 4G device. Record HD quality video, share the Mobile Hotspot ability and enjoy access to the Android Market.
- Samsung Epic 4G is the first 4G QWERTY keyboard device. Experience the ultimate multimedia experience on the Super AMOLED screen. Epic is also equipped with Samsung Media Hub allowing you to rent or purchase movies.

Sprint beats the competition with the fastest national push-to-talk network. Our call set-up time (the time it takes to establish a call) is under a second. Our competitors can't match this!

- The largest user community – We have millions of customers using Nextel Direct Connect®. Our competitors don't.
- #1 wireless provider of military specification rugged phones.
- Meaningful Features and Applications – No one beats Sprint when it comes to total services and applications offered. Whether it's push-to-email (NextMail), push-to-picture (DirectSend), GPS, work tracking or time entry. We offer an abundance of solutions for customers. Nextel Direct Connect simply can't be touched by the competition.

Competitive Prepaid Options from Boost and Virgin Mobile. These prepaid, no-contract wireless companies offer services on Sprint's dependable nationwide network with straightforward pricing and a full suite of high-quality phones.



Sprint Preferred Retailer Program Qualifications



Investment Requirement. Sprint is seeking partners with a strategy to invest in a minimum of five preferred door locations.

Financial Criteria. Financial considerations are the cornerstone of any aspiring business venture. This includes sufficient net worth and liquid assets that will be used to support the initial set up and on-going costs of maintaining the business, as follows:

Minimum net worth: \$500,000

Minimum unencumbered liquid assets: \$150,000 (5 doors at \$30,000)

Average door initial total investment cost: \$100,000*

Average door cash requirement: \$30,000*

- Investments for pre-open and working capital requirements
- Confirmed in personal unencumbered liquid funds (borrowed funds are not considered unencumbered)

Access to financing: \$70,000*

- Financing cannot exceed 70% the total cost to open or purchase your store.
- Confirmation of loan, repayment terms and collateral is required.

* Per location, but may vary based upon store size, store type (mall or strip), geographic location, etc.

Outside Income: You must be able to maintain an outside income equal to 80% of your present household income for a period of two to three years while your location(s) become established. This can be accomplished through the income of a spouse, business partner or other means.

Liquid Assets: Confirmation of your personal liquid assets (excludes retirement fund) available for investment and working capital are required.

Existing Businesses: Capital in an existing business is not recognized as available funds for a new store. Any existing business must be in sound financial condition to establish a new Sprint Preferred Retailer store.

Minimum Credit Score: Minimum credit score from national credit bureau required. Credit check run upon receipt of application.

Sprint Preferred Retailer Program Qualifications



Sales & Marketing Criteria

- Five or more years of recent multi-unit retail sales management experience
- Proven ability to grow market share utilizing marketing resources such as advertising, co-op, direct mail, etc.
- Experience maximizing operational efficiencies including labor costs, inventory, reducing shrink, etc.
- Ability to attract, develop and retain quality personnel
- Commitment and proven track record of quality customer support
- Professional image

Business Plan

- Submission of a 3-year business plan for approval by Sprint
- Business plan should clearly articulate vision for on-going success, including specifics of start-up strategy, sales & marketing, on-going operations, employee recruitment, etc.
- Strategy should include a door expansion plan for a minimum of five door locations

Personal Interview

- In-depth interview conducted by a Sprint representative to include discussion of retailer responsibilities, qualifications and locations available
- May include interviews with local market and corporate executives

Sprint Preferred Retailer Program

Typical Initial Investment



Initial Door Estimated Investment		
	Low	High
Store Investment		
Fixtures (includes seating)	\$20,000	\$28,000
Acrylic Package	2,000	4,000
Build Out*	9,000	10,000
POS System & Computers	2,500	5,000
Overhead / Pylon Signs	4,500	7,000
	\$38,000	\$54,000
Pre-Open Operating Costs		
Staffing & Training	\$15,000	\$15,000
Marketing	3,000	4,000
Misc. Expenses (Demo handsets & other)	2,000	3,000
Lease Deposits	3,000	4,000
Lease (1st month rent)	3,500	4,500
Utilities Deposit	500	500
	\$27,000	\$31,000
Total Initial Investment	\$65,000	\$85,000
Initial Working Capital	\$25,000	\$25,000
Total Initial Investment	\$90,000	\$110,000

Sprint Preferred Retailer Program

Typical Initial Investment



Assumptions on Initial Investments:

1. Fixtures - \$20k to \$28k range for approved Sprint Gemini Mini 7 fixture packages (depends on site location size & quantity of fixture units).
2. Fixture Acrylic Solution - \$2k - \$4k for approved Sprint Gemini Mini 7 acrylic packages.
3. \$9k to 10k for contractor build-out costs; see below (leasehold improvements)*
4. \$2.5k to \$5k Systems: 2 Point of Sale systems with printers and aircard laptop display
5. \$4.5k - \$7k Interior and exterior signs
6. \$15k for pre-opening month staffing payroll costs for training etc.
7. \$3k - \$4k for Marketing - (grand opening and mailer costs)
8. \$2k - \$3k misc opening costs (i.e. demo handsets, license, fees, phone security devices, office supplies, etc.)
9. \$7k - \$9k in initial lease/utility costs (deposit plus pre-open month)
10. Working capital requirements depend on initial ramp-up period. \$25k based on 3 month ramp-up.

Build Out*	
Construction	\$1,500
Low Voltage	500
Misc Electrical	500
Carpet	3,300
Paint	2,000
Other Flooring	1,300
Other	900
Total	\$10,000

10% less for smaller location

Frequently Asked Questions

I'm looking at franchises, why should I choose the Sprint Preferred Retailer program? The Sprint Preferred Retailer program is not a franchise, which means no royalty or Dealer fees. However, you still receive Dealer benefits of a strong national brand, site selection, national advertising, fixtures/merchandising and comprehensive training program.

Are Sprint Preferred Retailer stores franchised? No, Sprint Preferred Retailer locations are independently owned and operated. There are no royalty or Dealer fees required.

What is the average start-up cost of a new store? The estimated cost is about \$110,000, but may vary based upon store size, store type (mall or strip), geographic location, etc.

How much cash or liquid assets are initially required to open a new store? Sprint requires retailer candidates to have approximately \$150,000 of the start-up costs available in unencumbered funds (cash, savings, certificates of deposit, stocks, bonds, or money market funds).

Retailer candidates may be asked to liquidate stocks, bonds or other funds in order to meet the liquid asset requirement. No more than 70% of the total investment can be financed.

Does Sprint provide financing for the initial investment to open a new store? No, Sprint does not provide financing. However, the Sprint Authorized Representative (AR) contract has been approved by the U.S. Small Business Administration (SBA) to expedite the lending process with financing institutions that offer SBA loans. Contact local banks to see opportunities for available SBA or other lending programs.

Does Sprint provide any kind of break-even analysis for new locations? If so, what will it include? Sprint may provide assistance with breakeven analysis once your application has been approved. There are many factors that determine breakeven, so every Preferred Retailer varies due to location, size, etc.

How are new Sprint Preferred Retailers selected? Retailer selection is based on financial and marketing criteria, business plan and personal interview in addition to distribution need in the target market.

Who picks the location of the store? Retailer candidates will ultimately select their location. However, Sprint will provide assistance on preferred locations based upon demographic data and retail distribution mapping. Local experts who understand the market provide additional insight into underpenetrated areas of opportunity

What is the minimum square footage for a Preferred Retailer store? Approximately 1,100 square feet, but varies based upon type of store and whether the location will include a service & repair center.

How long will it take to open a new Preferred Retailer store? Opening a new location will typically take 3-6 months based upon site selection, merchandising, training, etc.

Does Sprint offer training? Sprint offers a comprehensive Preferred Retailer Development Program consisting of traditional classroom training and in-store experience. In addition, Sprint provides training for new employees along with on-going support for new products, services, etc.

How To Apply

Sprint Preferred Retailer opportunities vary by market based upon current distribution.

To be considered please follow the steps below.

1. Review the information in this document. Make sure you are comfortable with the criteria defined.
2. If you still have questions, please review the “Frequently Asked Questions.”
3. Download and complete the on-line Application and Personal Financial Statement located at www.sprint.com/preferredretailer. All requested data must be submitted in order to properly evaluate your application.
4. Email completed forms and associated attachments to SprintDealer@sprint.com

We will review your information and respond to your inquiry within 15 business days.

Now is a time to make smart business decisions. Now is a time to explore new options for revenue. Now is a time to become a Sprint Preferred Retailer.

