Media Briefing Alert

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SPRINT CONTINUES ITS CONNECTED TRANSPORTATION EXPANSION IN THE EXPLODING MACHINE-TO-MACHINE TECHNOLOGY ARENA

Sprint's Growing Connected Transportation Initiative Adds New Partners, Creates Applications, Increases Public Safety, Improves Fleet Effectiveness and Enhances Sustainability.

WHO: Danny Bowman – President of Sprint's Integrated Solutions Group

WHAT: Bowman provides an update on the company's rapidly-growing Connected Transportation program. He discusses Sprint's newest technology partners and details how Sprint's Connected Transportation initiative and unique partner ecosystem is supporting and enhancing people-safety, business efficiency, sustainability and cost-saving programs.

INTERVIEW and BRIEFING OPPORTUNITIES:
- On Wednesday June 15, Mr. Bowman and other Sprint executives are available for in-person or phone briefings re: Sprint's Connected Transportation initiative and M2M programs.

- Follow-up briefings are also available.

WHERE: Connected World Conference or by phone
M2M Carrier Debate Panel Discussion at 1 PM (CDT)
Lincolnshire Marriott Resort (suburban Chicago)
Lincolnshire, IL 60069

ACTION: Briefing appointments now being scheduled – call (303) 888-3353

Details

In less than six months, Sprint's advanced machine-to-machine (M2M) Connected Transportation initiative has expanded and altered the transportation and logistic landscapes by helping companies derive important environmental, safety, efficiency and operational benefits from Sprint's industry-leading M2M expertise.

M2M solutions wirelessly connect a rapidly proliferating variety of electronic devices to enable increased operational efficiencies for business, as well as innovative new consumer and commercial services; literally changing the way people live, work and play.

This is borne out by the fact that Analysys Mason predicts North American M2M device connections will increase from a projected 77.6 million in 2015 to 432.2 million in 2020.

Unveiled by CEO Dan Hesse in January, Sprint's Connected Transportation platform provides an unparalleled opportunity for companies to turn their vehicles into multi-dimensional communications centers to improve driver performance, help reduce accidents, provide significant driver / public safety benefits, enhance fleet management logistics, lower costs and make a positive impact on environmental sustainability (including reducing emissions and creating smaller carbon footprints).

Sprint continues to partner with an expanding array of industry-leading organizations which have chosen Sprint to deliver Connected Transportation solutions which help businesses and consumers alike; all powered by Sprint's highly advanced wireless network and many benefitting from the Sprint M2M Collaboration Center and the Sprint Command Center.

Sprint's new Connected Transportation Partners – specializing in a variety of CT systems, technologies and services

Airbiquity designs and operates a global service delivery infrastructure for connected vehicles. Airbiquity's Choreo, a connected vehicle service delivery platform, allows Sprint to work with automakers to enhance the connected vehicle and connected driver experience, including safety, vehicle performance and driver behavior, and integrating smart mobile devices with vehicles, among other services.

DGE Inc. provides electrical, automotive components and connected systems testing and consulting services to Sprint; assisting Sprint in integrating and validating products into the connected vehicle on a component and end-to-end basis.

SapientNitro provides design and consulting services to Sprint to bring connected vehicle applications to life on the internet; allowing customers to interact with their vehicles through intuitive interfaces such as self service on-line portals.

Sprint's roster of existing Connected Transportation innovators (partial list)

Aeris Communications continues to offer Sprint an industry-leading platform for provisioning, activations and device management capabilities; allowing Sprint to rapidly deploy connected vehicles across their telematics ecosystem. Aeris will also leverage Sprint's national network to provide wireless connectivity to Hyundai Motor America's Blue Link® connected vehicle program. Blue Link will start rolling out on 2012 Hyundai vehicles this summer with the Sonata and the new Velostar and be available across Hyundai's entire lineup by the 2015 model year.

DriveCam, a proven expert in safe and efficient driving, has created a device which turns on a camera when g-forces indicate a driver is driving dangerously. The camera records the action and notifies parents or fleet managers. American Family Insurance offers the DriveCam program, powered by Sprint, at no charge to its families with insured teen drivers; receiving the National Safety Council's 2010 Teen Driving Safety Leadership Award. View Case Study.

ECOtality, a recognized leader in advanced transportation, energy systems and alternative fuels, is working with Sprint to provide comprehensive wireless connectivity to approximately 14,000 residential and commercial electric vehicle (EV) charging stations throughout ECOtality's nationwide Blink™ Network.

Enterprise Fleet Management, a full-service fleet management business for companies with mid-size fleets, has teamed with Sprint to offer Mobile Resource Manager, an exclusive web-based solution that provides companies real-time visibility into locations and activities of their mobile resources. This includes a higher level of vehicle tracking and reporting, wireless job and time tracking, and built-in navigation resulting in enhanced productivity, improved communications and a superior customer experience overall. EFM offers Mobile Resource Manager to its customers — companies spanning many industries from transportation to logistics to healthcare. Since MRM was rolled out in 2010, EFM has sold more than 4,500 MRM units to more than 400 customers.

Feeney Wireless and Sprint provide police cars in San Jose, CA and ambulances across the U.S. increased access and location-based connections to facilities, databases, dispatchers and fellow staff for enhanced public safety, communications and reporting. Feeney, a Sprint Emerging Solutions Partner, also has a new line of Skyus™ connectivity devices for M2M applications. More information.

PACCAR (**Kenworth** and **Peterbilt** trucks) is working with Sprint and has announced a new integrated mobile computing, telematics, navigation and business system, branded as SmartNav for Peterbilt and NavPlus for Kenworth.

Trimble provides companies insight into risky driving behavior, comprehensive fleet tracking and fuel-management capabilities through its Trimble DriverSafety solution in an integrated platform on the Sprint network.

Sprint's Open-Network-Execution (ONE) Approach

Sprint's **Open-Network-Execution (ONE) approach to M2M** provides a rich environment for developing specialized M2M solutions; serving as a single business partner for M2M resources / expertise for Connected Transportation and other sectors.

Unifying elements all work together to deliver specialized distribution, branding, billing, and care solutions from Sprint's dedicated, certified, and trusted professionals.
- **Sprint M2M Collaboration Center** - an actual working lab
- **Open Device Initiative** - certifying non-Sprint-branded devices
- **4G Leadership**
- **Network Vision** - an innovative blueprint consolidating multiple technologies into one seamless network designed to further enhance voice quality / data speeds
- **Sprint Command Center** - providing unprecedented network control)

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About Sprint Emerging Solutions Group
The Sprint Emerging Solutions Group (ESG) is an industry leader in M2M and embedded solutions. ESG delivers a full complement of assets critical to successful M2M and embedded solutions deployments. These include: network agnostic capabilities (including 3G, 4G, CDMA, and a reliable Tier 1 IP network); specialized industry solutions engineering teams; an open approach to devices and applications through the company's Open Device Initiative, an expansive M2M partner ecosystem; and the ability to provide customers with customized solutions that can include distribution, branding, billing and customer care services. To learn more, view this special "What if …" M2M video and visit www.sprint.com/m2m.

About Sprint Nextel
Sprint Nextel offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses and government users. Sprint Nextel served more than 51 million customers at the end of 1Q 2011 and is widely recognized for developing, engineering and deploying innovative technologies, including the first wireless 4G service from a national carrier in the United States; offering industry-leading mobile data services, leading prepaid brands including Virgin Mobile, Boost Mobile, and Assurance Wireless; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone. Newsweek ranked Sprint No. 6 in its 2010 Green Rankings, listing it as one of the nation's greenest companies, the highest of any telecommunications company. You can learn more and visit Sprint at www.sprint.com or http://www.facebook.com/sprintand www.twitter.com/sprint.