



## WHO WE ARE

C Spire Wireless, the nation's largest privately held wireless communications company, is based in Ridgeland, Mississippi and employs nearly 1,200.

C Spire provides personalized wireless services and premier mobile communications devices to consumers and businesses in four states through 80 retail locations, B2B corporate and government sales teams, online at [cspire.com](http://cspire.com) and through its Telesales group at 1-855 CSPIRE4 (277-4734). It is the only U.S. wireless communications provider that offers customers a personalized wireless experience through apps and content that fit who they are, services that anticipate their needs and rewards that they receive just for using their phone in new ways. The company has nearly 1 million subscribers and continues to experience strong, steady growth.

## OUR LEADERSHIP

Victor H. Meena, President and Chief Executive Officer

## OUR NETWORK

C Spire's advanced network provides the coverage, speed and capacity needed to support the many smartphone devices and tablets the company offers, as well as the apps, content and data wireless users want to access. C Spire offers one of the world's most advanced and powerful wireless networks, carrying 1.8 petabytes of data traffic in 2010 with up to 99.999 percent reliability. Data traffic on the company's network is expected to nearly double to 3.24 petabytes in 2011.

The C Spire network is built for data devices, supporting the highest percentage of customers with smartphones in the U.S. wireless communications industry. The company also has been recognized with the best network connection reliability among U.S. wireless carriers, according to a study by Urban Airship on carrier connection durability among 77 service providers worldwide, **Connection Durability Study**.

C Spire has invested more than \$1 billion in network infrastructure improvements since 2003 - adding 536 new cell sites to its high-speed wireless broadband network. With 1,840 total cell sites in operation and access to 3,390 route miles of high-capacity network fiber through its sister company, Telepak Networks Inc., C Spire has one of the industry's most powerful and fastest mobile broadband networks.

## OUR PLANS

C Spire supports a wide range of wireless mobile operating systems, and offers a diverse portfolio of feature phones, smartphones, tablets, machine-to-machine and other connected devices for consumer and business customers.

With personalized options built around customers' wireless needs, C Spire offers a variety of individual, family and business voice and data plans that give users the freedom and flexibility to use their phone how they want and when they want. C Spire understands that when customers have to measure and limit their data, they aren't getting the optimal experience with their wireless provider. That's why the company is introducing Individual and Family Choice Plans that offer customers the ultimate in choice and flexibility, and access to infinite data.

## OUR ECONOMIC IMPACT

C Spire has paid more than \$436 million in wages, salaries and benefits to its workforce and \$198 million to vendors and contractors since 2003, resulting in a \$1 billion incremental positive economic impact on local, state and regional economies in the U.S. When coupled with \$298 million in sales, use and property tax payments and state and federal communications and 911 surcharges paid since 2006, the overall incremental positive economic impact to the public and private sector grows to nearly \$1.5 billion.

As a company focused on and committed to the customer, C Spire also is dedicated to investing in the markets we serve by supporting educational initiatives through the C Spire Foundation, scholarship and endowment funding, corporate contributions and more. C Spire has donated nearly \$30 million since 2003 to various educational programs, scholarships, community services and other non-profit social, health and human services programs.

C Spire also supports and creates unique original programming that directly aligns with its customers' passion for sports, music and other personal interests:

- Bright Lights Football - This C Spire original program, formerly known as Y'all Vs. Us, showcases the drama, passion, community pride and human interest stories around some of the most famous high school football rivalry programs.
- Bright Lights Music - This C Spire original program, formerly known as Emerge: Mobilize Your Music, combines advanced wireless technology with our customers' passion for music. The program gives music fans a new way to discover and share original music from some of the best emerging artists with compelling original content and specially designed music apps that they can't get anywhere else.