



## C SPIRE WIRELESS: INTRODUCES PERSONALIZED WIRELESS

---

**C Spire personalizes the wireless experience, just for you.** You'll see it in apps that fit who you are, services that anticipate your needs, and rewards you'll get just for using your phone in new ways. All with seamless ease and at amazingly fast speed. Only at C Spire wireless.

**SCOUT:** C Spire is creating an optimum, personalized app experience not available through any other wireless carrier. We provide our customers, and others interested in personalizing their app experience, unprecedented access to the best and most relevant apps specifically for them. C Spire gets to know each of our customers in a more intimate way and provides them with app recommendations that fit who they are.

**PERCS:** C Spire personalizes the wireless experience through a one-of-a-kind Percs program, which gives customers and non-customers rewards just for the things they do with us. Current and prospective C Spire customers will get "percs" for things like sharing their views on our community social forum, joining our Scout program, and for being a loyal customer.

**SOCIAL MEDIA INTEGRATION:** As a wireless communications provider in the social networking space, C Spire integrates into our customers' lives, instead of them adjusting to us. In order to personalize each customer's interaction with us on social networking sites like Facebook, C Spire has developed programs that directly interact with customers on a personal level, including personalized app recommendations, daily prizes and gaming, insider information, the unique ability to share with friends, as well as an industry-first customer care live chat. App Arcade, which is a game that customers can play to get personalized app recommendations and earn daily prizes, is just another example of personalized wireless.

**CIRCLE:** Delivering a truly personalized wireless experience requires understanding what customers want and need. In order to gain that understanding and knowledge, C Spire is engaging its customers in a two-way conversation and listening to what they have to say through online panels, focus groups, user generated initiatives and more. This gives the company valuable information and tools needed to create unique services for its customers, who will help shape the future of their experiences. C Spire's close relationship with its customers, through Circle, is how we're delivering the right services and information to the right customer at the right time - that's personalization.

**PULSE:** Just like Circle, we're on a mission to get to know our customers and understand their likes, dislikes, wireless wants and needs. To help us achieve this closeness with our customers, C Spire has developed a series of proprietary systems that enable us to discover new ways to interact and give customers a wireless experience that is personalized just for them. Pulse is "the brains" behind the company's ability to provide its customers with a truly unique experience, including relevant application recommendations and more. Customers will find that discovering and managing apps and digital content, social platforms integration, the service experience in retail stores, customer care and online, sharing with an influencing others and determining the direction of future C Spire experiences all will be uniquely personal. And, everything will work much better together. All of this will be done in an industry-first fashion with our customers being in complete control of if and when they want to share information and how it will be used to drive their own personal experiences.

**CONVERGED SERVICES:** C Spire is not just a wireless service company. It is a multi-media technology provider that is seamlessly connecting all of our customers' devices for an optimum, converged experience. The company's Converged Services connects consumer electronic devices to easily access and share media content. With C Spire, customers will be able to control a variety of devices, wirelessly, including computers, TVs, DVRs, digital cameras and even cars and refrigerators in the near future - creating the total multi-screen experience.

**STATE-OF-THE-ART WEBSITE:** C Spire's new website ([www.cspire.com](http://www.cspire.com)), which is like nothing else in the wireless industry, offers a personalized experience specific to each individual customer. The interactive and colorful site features an app-like experience that is home to several of C Spire's personalized services offered to current and prospective customers. Specifically, C Spire's Genie tool follows each customer as they journey throughout the site and seamlessly injects personalization into each user's unique experience with [cspire.com](http://cspire.com).