

**EXHIBIT 4**

**Copy of Proposed Advertising Language and Brochure to Advertise Lifeline**

Total Call  
mobile

## Free Mobile Phone and Free Service



Through the government-supported Lifeline program, you may qualify for free service. See inside for details. This is a State of South Dakota brochure.

## Lifeline Plans

For more information or to sign up, call 1-800-661-7391.

If you qualify for the Lifeline program in the State of South Dakota, you may choose from any of the Lifeline Plans below. All of Total Call Mobile's Lifeline Plans have the following features:

- A free phone (selected by Total Call Mobile). Call customer service for upgrade options.
- Free customer service calls.
- Free voicemail, Caller ID and Call Waiting.
- Free 911 and balance inquiry calls.
- For additional minutes, text messages, or international calls, load an "Anytime Plan" refill as described on the back of this brochure or call customer service.

Plan 1: 150 minutes per month (for domestic & select international calls) at no cost to you.

- 150 minutes per month (for domestic & select international calls) at no cost to you.
- If you text on this Plan, each text message uses one Plan minute.
- Plan minutes expire after 30 days.
- Additional minutes are \$0.10 per minute.
- Additional text messages are \$0.05 per text.
- For details on select international calls that have no extra charges, see the back of this brochure.

Plan 2: 250 minutes per month (for domestic calls) at no cost to you.

- 250 minutes per month (for domestic calls) at no cost to you.
- If you text on this Plan, each text message uses one Plan minute.
- Plan minutes expire after 30 days.
- Additional minutes are \$0.10 per minute.
- Additional text messages are \$0.05 per text.
- No international calls are included in this plan.

Plan 3: 1000 Talk & 1000 Text for \$19.99 (regularly \$29.99).

- You can purchase Plan 3: 1000 Talk & 1000 Text for \$19.99 (regularly \$29.99), Plan 4: Unlimited Talk & Text for \$29.99 (regularly \$39.99 for 30 days) or Plan 5: Unlimited Talk, Text & Data for \$39.99 (regularly \$49.99 for 30 days). For plan details, see the back of this brochure. Please call customer service for additional information or to select this option.
- No international calls are included in these plans.

## Lifeline Eligibility

Eligibility criteria varies by state. For the State of South Dakota, you are eligible for Lifeline if you participate in one of these programs:

Federal Public Housing / Section 8	National School Lunch Program (free program only)
Low Income Home Energy Assistance (LIHEAP)	SNAP (formerly known as Federal Food Stamp Program)
Medicaid (not Medicare)	Supplemental Security Income (SSI)
Temporary Assistance for Needy Families Program (TANF)	

You also qualify for Lifeline in the State of South Dakota if your income is below 135% of the Federal Poverty Guideline.

Number in Household	Household Annual Income
1	\$15,080
2	\$20,426
3	\$25,772
4	\$31,118

If your household size is greater than 4, the maximum annual income is increased by \$5,346 for each additional household member.

For details or to determine if you qualify, call us at 1-800-661-7391. Only one person per household may sign up for Lifeline. If your Lifeline Plan is not used for ninety (90) days, it will be terminated.

## Lifeline Terms & Conditions

Comprehensive terms and conditions for the Total Call Mobile ("TCM") Lifeline Plans are available at [www.totalcallmobile.com](http://www.totalcallmobile.com). All terms and conditions of service as described herein and on the reverse of this brochure apply to services provided under the Lifeline Plans. Customers understand and agree that by signing up for a Lifeline Plan with Total Call Mobile, they may not have a Lifeline plan with any other carrier (wireless or landline) and further agree to comply with any documentation or verification necessary to confirm that they qualify for Lifeline. In addition, Customer acknowledges that Lifeline Plan enrollment may be terminated at anytime by TCM in the event that the federal or state Lifeline Programs are changed or terminated, if Customer no longer qualifies for Lifeline, if TCM discontinues its Lifeline Plans, or if Customer breaches the terms and conditions. TCM, at its sole discretion, will determine whether or not a Customer is eligible for a Lifeline Plan. To remain qualified for a Lifeline Plan, Customer must successfully complete an annual verification. If Customer fails to complete annual verification within sixty (60) days of the required verification date, Customer will be de-enrolled from the Lifeline Plan. Customer agrees not to give away, resell, or offer to resell the TCM Lifeline phone or service. TCM Lifeline Plans are supported by the government assistance "Lifeline" program. Proof of eligibility is required, such as eligible program card or statement of benefits. If you willfully make false statements in order to obtain a TCM Lifeline Plan, you can be punished by fine or imprisonment or can be barred from the program.

## International Texting & Calling

Call worldwide with Total Call Mobile by dialing 011 and the destination. On the Anytime Plan and Lifeline Plan 1, there is no extra charge to call certain cities in the countries listed below. Call 1-800-661-7391 for international rates on other plans or to other destinations. To make international calls, you must have Anytime Plan balance. Also, standard text message rates apply to messages sent worldwide.

Argentina	Hungary	Singapore
Australia	India	South Korea
Austria	Ireland	Spain
Brazil	Israel	Sweden
Canada	Italy	Switzerland
China	Mexico	Taiwan
Cyprus	Netherlands	Thailand
Denmark	New Zealand	United Kingdom
France	Norway	US Guam
Germany	Peru	US Puerto Rico
Greece	Poland	US Saipan
Hong Kong	Portugal	US Virgin Islands

## Non-Lifeline Plans

### Anytime Plan

Total Call  
\$5

- 10¢ per minute
- 5¢ per text
- \$5 for 30 days
- \$10 for 60 days
- \$20 for 90 days

### 1000 Talk & 1000 Text

Total Call  
\$29<sup>99</sup>

1000 Talk & 1000 Text

- 1000 minutes
- 1000 text messages
- Good for 30 days

### Unlimited Talk & Text

Total Call  
\$39<sup>99</sup>

Unlimited  
Talk & Text

- Unlimited talk & text
- Good for 30 days

### Unlimited Talk, Text & Data

Total Call  
\$7<sup>99</sup>

Unlimited  
Talk, Text & Data

- Unlimited talk, text & data
- \$7.99 for 4 days
- \$12.99 for 7 days
- \$24.99 for 15 days
- \$49.99 for 30 days

All plans include voicemail, caller ID, and domestic long distance. For more information, call 1-800-661-7391 or visit [www.totalcallmobile.com](http://www.totalcallmobile.com).

## Refill Options

1. Buy refills from the store where you purchased your handset.
2. Call 1-800-661-7391 to refill by credit card or debit card.
3. Visit a Western Union "prepaid service" location and enter "totalcall" in Box 1 of the prepaid services form. Enter \$10 or \$20 (Anytime), \$29.99 (1000 Talk & 1000 Text), or \$24.99 or \$49.99 (Unlimited Talk, Text & Data). For locations, call 1-800-325-6000.
4. Visit your local e-pin store (wireless store or market).



## Service Terms & Conditions

\*Comprehensive terms and conditions are included in handset packages and are available at [www.totalcallmobile.com](http://www.totalcallmobile.com). Total Call Mobile ("TCM") service is for personal use within the United States, Puerto Rico, and the U.S. Virgin Islands. "Unlimited" does not mean unreasonable use, which includes, but is not limited to, conference calling, monitoring services, abnormally large data transmissions, broadcasts, telemarketing, autodialed calls, commercial uses, an abnormally high number of calls/messages or abnormally long calls, tethering to another device for data transmission, or any other usage that interferes with TCM's underlying service/network resources. Data is only available for select handsets. TCM data plans may not be used with smartphones/PDA devices unless the plan is explicitly identified for such devices. International calls are charged at the applicable rate plus airtime. Advertised international rates and "Free International Locations" do not apply to calls made to foreign mobile phones or to off network/special locations and in some instances may be higher. The "Free International Locations" promotion only applies when using the Anytime Plan (i.e. 10¢ per minute) or the TCM Lifeline Plan 1, but are otherwise 2¢ per minute. Directory assistance is charged at \$1.25 per call. TCM reserves the right to limit picture message size at any time. Governmental taxes and fees will be charged where applicable. Plans, rates and fees are subject to change without notice. For more information, current rates, and a complete list of the "Free International Locations" please call Customer Service at 800.550.5265 or visit our website. The rates on this brochure were valid as of August 1, 2012. Unless otherwise indicated on the handset package, the handset is refurbished/reconditioned. For additional information on Hearing Aid Compatibility, please see [www.totalcallmobile.com](http://www.totalcallmobile.com).