

Sprint Voice Services for Cable Operators



Creative
Collaborative
Committed
Customer-Focused



Together with NEXTEL

In today's competitive environment, offering a full range of cutting-edge services is the key to winning and retaining customers.

Developing digital voice services can require significant time and a substantial investment in infrastructure, management and training. Sprint makes it easy to offer your customers world-class voice over IP (VoIP) solutions from a proven, industry-leading partner.

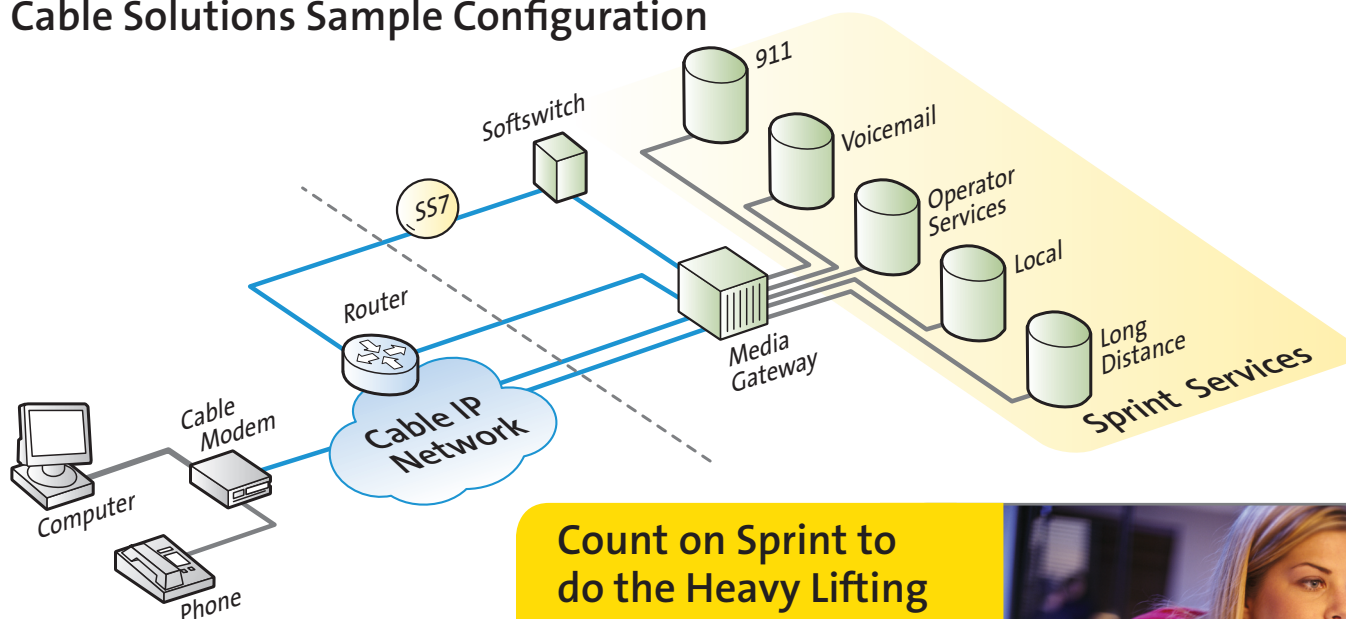
With Sprint, bring sophisticated voice services to market quickly without investing in vital capital and human resources.

Sprint is ready to help

Sprint is committed to creative, customer-focused collaboration with our cable partners. Sprint is the provider of choice for cable operators who want to offer innovative, best-in-class digital voice services.

With affordable, fully outsourced, turnkey solutions for you and appealing, high-value services for your customers, your success isn't just our priority—it's all but guaranteed.

Cable Solutions Sample Configuration



Count on Sprint to do the Heavy Lifting

- E911
- Local interconnection
- PSTN connectivity
- Local and long distance
- Calling features
- CALEA (Law Enforcement Access)
- New and ported number management
- ... and more



The Sprint Difference

Unmatched Value

Residential Wireline Voice Services

- ILEC-quality home voice service
- Unlimited local/long distance
- A full suite of popular calling features
- Additional CLEC services

Commercial Services

- ILEC quality unlimited local/long distance small business voice service
- Business class calling features

Wireless and Integrated Services

- "Quad Play" mobile applications
- Services developed in collaboration with cable partners

Access Management Strategy & Business Services

- Cable's last-mile and wireless backhaul fiber networks leveraged to add value

Dedicated Account Management

National Account Manager

- Your voice within Sprint
- Ensures success at all levels

Indirect Account Reps

(Dedicated Project Managers)

- Work to understand and address local market issues
- Establish relationships with call center personnel, field support and techs

Operational Excellence

- **Network** – 100% digital IP-based voice network offers reliability today's customers require
- **Integration** – Integrated wireless and wireline networks can support next-generation converged services
- **Managed Services** – Network monitoring/management 24 x 7 to ensure quality and continuity
- **CRC** – Sprint support center for cable operators



Solutions Tailored for Cable Operators

- **Compliance** – VoIP solutions that meet FCC guidelines
- **Flexibility** – New product development to answer market demands
- **History** – Track record of success when partnering with cable operators
- **Experience** – 100+ years of telecommunications experience
- **Management** – Fully outsourced telephony solution that lets you focus on your core business

Support to Grow Your Business

Incentives

- Rewards to drive VoIP sales and correct product emphasis

Training

- Service-to-Sales
- New sales
- Customer winback

Research

- Industry and competitive research
- Joint market research

The Sprint Goal

"Sprint's ability to enable cable companies to offer a home voice alternative to residential customers is only one of many ways to unlock value through Sprint's partnerships in the cable industry,

"Today, Sprint's wireline cable partners rely on our operational experience to enable quality VoIP services and bundled offerings in twenty-four states. We are continuing to pursue additional customers and territory expansion, even as current market penetration grows."

—Jim Patterson, Vice President of Sprint Cable Solutions
April 2006

Marketing Expertise

- Experience and resources to reach and win customers
- Multicultural approach to ensure broadest possible appeal

Customer Forums

- Venues for cable partners to discuss sales, marketing, products, networks, operations and shared learning

Attachment JRB-3

World-Class Partners



"Sprint has helped us work through the complexities of our phone launch ... Our partnership with Sprint has allowed us to effectively launch phone in our markets."

— Steve Friedman
COO, Wave Broadband



"We are thrilled with the 13% lift ... to sales results at the conclusion of the incentive. The support from our Sprint partners interacting with our Care members was key to the success of the program."

— Judy Smythe
Sr. Manager, Mediacom



"Sprint's experience in the local and long distance market has enabled NPG to offer products that would have taken us significant time to market, instead we were able to launch faster with confidence."

— Bill Severn
General Manager, NPG Cable, Inc.



With Sprint as a partner, Time Warner has established a market leadership position with VoIP

- "By the end of 2004, it (Time Warner) had introduced its Digital Phone VoIP service in all of its markets..."¹
- "...Time Warner has taken the lead among major MSOs in rolling out digital phone service."¹



Sprint's rapid market launch has enabled Mediacom to take market share at a very rapid rate

- "The company's [Mediacom] initial markets have penetration rates of 4.6% of homes passed, after 120 days of availability."²
- "Growth from the "triple-play" of digital video, data, and voice services more than offset Q3 basic video subscriber losses..."²

Why Sprint?

Sprint and Nextel have come together, offering you more choice and flexibility. This powerful combination brings you access to more products, more services and more of what you need—to do more of what you want. Welcome to a future full of possibility.

Welcome to the new Sprint.

For more information on Sprint's proven solutions, visit www.sprint.com or contact your Sprint Sales Representative or Authorized Sales Agent.



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¹ "Time Warner leads Cable VoIP Deployments", VoIP Monitor, Nov. 16, 2005, Mitchell Shapiro
² "Mediacom Rolls Out VoIP With High Hopes", VoIP Monitor, Nov. 16, 2005, Paul Dykewicz