

EXHIBIT 2: SAMPLE ADVERTISEMENTS

Web: <https://www.assurancewireless.com/>

The screenshot shows the Assurance Wireless website. At the top, the Assurance Wireless logo is on the left, and navigation links for 'Lifeline Service', 'Help Center', 'Refer A Friend', 'Reverification', and 'My Account' are on the right. A dark blue banner across the top contains the text 'Find out if you qualify for Assurance Wireless' and a purple 'Apply Now' button. Below this, the main headline reads 'Stay connected for FREE with the Assurance Wireless ACP Plan.' followed by three bullet points: 'FREE Smartphone*', 'FREE Unlimited Talk & Text', and 'FREE Unlimited Data Including 25GB High-Speed Data**'. A note specifies 'Includes 2.5GB Mobile Hotspot Data' and 'On the T-Mobile Network'. To the right of the text is an image of a man and a young girl looking at a smartphone. Below the headline, there are two columns: 'New Customers' with an 'Apply Now' button, and 'Existing Customers' with an 'Enroll Now' button. A small disclaimer text is present between these columns. At the bottom, a purple banner reads 'Free Government Phone Program'. Below this, on the left, is a blue box titled 'What is the Affordable Connectivity Program?' with text explaining the ACP and a 'Learn More About Our Services' button. On the right is an image of two women looking at a smartphone.

assurance
wireless

Our Blog | Coverage Map | En Español

Lifeline Service | Help Center | Refer A Friend | Reverification | My Account

Find out if you qualify for Assurance Wireless [Apply Now](#)

Choose ACP—
Our Best
Free Plan!

Stay connected for FREE
with the Assurance Wireless ACP Plan.

- FREE** Smartphone*
- FREE** Unlimited Talk & Text
- FREE** Unlimited Data Including 25GB High-Speed Data**
Includes 2.5GB Mobile Hotspot Data

On the T-Mobile Network

New Customers [Apply Now](#)

Existing Customers [Enroll Now](#)

During congestion, heavy data users >35GB/mo and customers of leading Assurance Wireless or similarly prioritized partners (e.g., T-Mobile Essentials, Metro by T-Mobile) may not achieve speeds of other customers due to data prioritization. All speeds available up to data allotment (excluding tethering), then slowed to up to 1GB speeds for balance of service period. Video speeds by stream in SD.

*Only new customers qualify for a FREE Smartphone. **After reaching 24GB, data is slowed down to 3G speeds.

[See Smartphone Terms](#)

Free Government Phone Program

What is the Affordable Connectivity Program?

ACP, successor to the Emergency Broadband Benefit Program, was created to provide eligible households with discounted broadband service. Assurance Wireless offers a FREE cell phone and FREE cell phone service, including free Unlimited Monthly Data, Text and Minutes, to qualified customers.

We help households stay connected to jobs, critical healthcare and more.

[Learn More About Our Services](#)

ASSURANCE WIRELESS' SUBMISSION OF DOCUMENTS
FROM DOCKET NO. TC24-002
ATTACHMENT B

What Is Lifeline Service?

The Assurance Wireless offer includes free cell phone service, plus a free Smartphone.



Lifeline Assistance Program Overview

Recognizing the important benefits associated with phone access and concerned that low-income households may not be able to afford phone service on their own, the federal government created the Lifeline Assistance program in 1985. Consumers who qualify based on federal or state-specific eligibility criteria can obtain discounted or free phone service through the Lifeline Assistance program.

Assurance Wireless provides eligible consumers with free monthly data, unlimited texting, free monthly minutes plus a free Smartphone.

Eligibility Guidelines

Assurance Wireless is a federal Lifeline Assistance program. Enrollment is available to individuals who qualify based on federal or state-specific eligibility criteria and is non-transferable. You may qualify based on household income or if you or a member of your household participates in certain public assistance programs like Medicaid/Medi-Cal, Food Stamps/SNAP/CalFresh or SSI. You may need to provide proof of income or proof of program participation. The Lifeline Assistance program is available for only one wireless or wireline account per household. Separate households that live at the same address are eligible, including residents of homeless shelters and nursing homes. Residents with temporary addresses are also eligible.

Get FREE Lifeline Service including:

FREEMonthly
DATA**FREE**Unlimited
Texts**FREE**Monthly
Minutes

FREE to qualifying low-income households

PLUS A FREE
ANDROID™
SMARTPHONE*



*Based on phone availability, shipping charges may apply. Customers who have been reinstated within 60 days of their service end date will keep their original phone and phone number. Android is a trademark of Google Inc. The Android robot is reproduced or modified from work created and shared by Google and used according to terms described in the Creative Commons 3.0 Attribution License.

Click on Your State and Enter Your Zip Code to
See Your State's Offer

AL	AR	AZ	CA
CO	CT	DC	DE
FL	GA	IA	ID
IL	IN	KS	KY
LA	MA	MD	ME
MI	MN	MO	MS
MT	NC	ND	NE
NH	NJ	NM	NV
NY	OH	OK	OR
PA	RI	SC	SD
TN	TX	UT	VA
VT	WA	WI	WV
WY			



A Worry-Free Way To Stay Connected.

Contact

Assurance Wireless
P.O. Box 5040
Charleston, IL 61920-9907

Questions?
Call us toll free
1-888-321-5880



Lifeline Service

What is Lifeline
How to Qualify
Check Availability
Use It, Don't Lose It

 [Apply Now](#)

Help

About Us
Plan Add-ons
Phone Guides
Phone Unlocking
Bring Your Own Phone
FAQs
Contact Us

Login

Account Login
Agent Login



Legal


Copyright Notice
Privacy Notice
Privacy Center
Do Not Sell or Share My Personal Information
CTIA
Legal Center
Website & Use Terms
PSAP Information
Net Neutrality
Wireless Emergency Alert
State Fees

Assurance Wireless is a Lifeline Assistance program supported by the federal Universal Service Fund. Offer limited to eligible customers residing in selected geographic areas, is not transferable, and only one wireless or wireless discounted Lifeline service is available per household. Assurance Wireless service is not available in all states/areas and may vary by state. Coverage not available everywhere. See the coverage map on this website for a detailed map and check if service is available in your area. Prohibited network use rules and other restrictions apply. See Terms and Conditions (including arbitration provision) for additional information. © 2023 Assurance Wireless USA, L.P. All rights reserved. Android is a trademark of Google LLC. All other marks are the property of their respective owners.

Assurance Wireless provides support primarily in English and reserves the right to provide English documents. Spanish documents are provided for convenience only.


Facebook advertisement: <https://www.facebook.com/AssuranceWireless>

**Assurance Wireless** 
Sponsored · 



Our cell service gives you free unlimited talk, text & data with 25GB high-speed data, plus a free smartphone.


**One Free Cell Plan.
One Less Bill.**


Restrictions apply.

assurancewireless.com
**A Plan Without the
Payments**

Apply now

Email:

See if you qualify for free unlimited data, texts and minutes!

assurance
wireless®

STAY CONNECTED FOR FREE

WITH THE ASSURANCE WIRELESS ACP PLAN.

SEE IF YOU QUALIFY



Reasons to choose the
Assurance Wireless ACP Plan:

FREE
Unlimited Talk
& Text

FREE
Unlimited Data with
25GB High-Speed Data
Including 2.5GB Mobile
Hotspot Data

PLUS a Free Smartphone

During coverage, heavy data users (30GB/mo.) and customers choosing Assurance Wireless or similarly priced plans (e.g., T-Mobile Essentials, Metro by T-Mobile) may receive lower speeds than other customers due to data prioritization. Full speeds available up to data allotment (excluding tethering), then slowed to up to 100Kbps speeds for the rest of service period. Video typically streams in SD.



**A Free ACP Plan with
No Gimmicks.
Don't Settle for Less!**

Assurance Wireless offers FREE cell service as part of the federal Affordable Connectivity Program (ACP). Eligible customers receive Unlimited Data with 25GB High-Speed Data including 2.5GB mobile hotspot data, Unlimited Texts & Minutes.

**Customers can enjoy the
T-Mobile Network Experience**

Assurance Wireless is now part of T-Mobile with a network that's better than ever.

- Covers 99% of Americans
- Fast uploads and downloads so you can spend less time waiting and more time connecting
- Our 4G LTE signal is strong and reliable

APPLY NOW



See what our customers are saying

I've appreciated the service Assurance Wireless has provided for me the entire time I have been a customer. If I did not have your cellular phone service it would have been impossible for me to have phone job interviews and find out about my medical appointments. Thank you and continue to offer good services to your customers.

- Guy O., Dallas, TX

How can this service be free?

Assurance Wireless applies the Federal ACP benefit against the cost of our Unlimited plan, so that our plan is free to our eligible customers.

ACP is a government assistance program helping eligible families to connect with affordable Internet access.

You may qualify if you are on certain public assistance programs, such as Medicaid or SNAP. You may also qualify based on your household income.

Don't miss out on FREE government phone service. Apply today for Assurance Wireless.

[APPLY TODAY](#)

Stay in the know with the latest on [our blog](#).