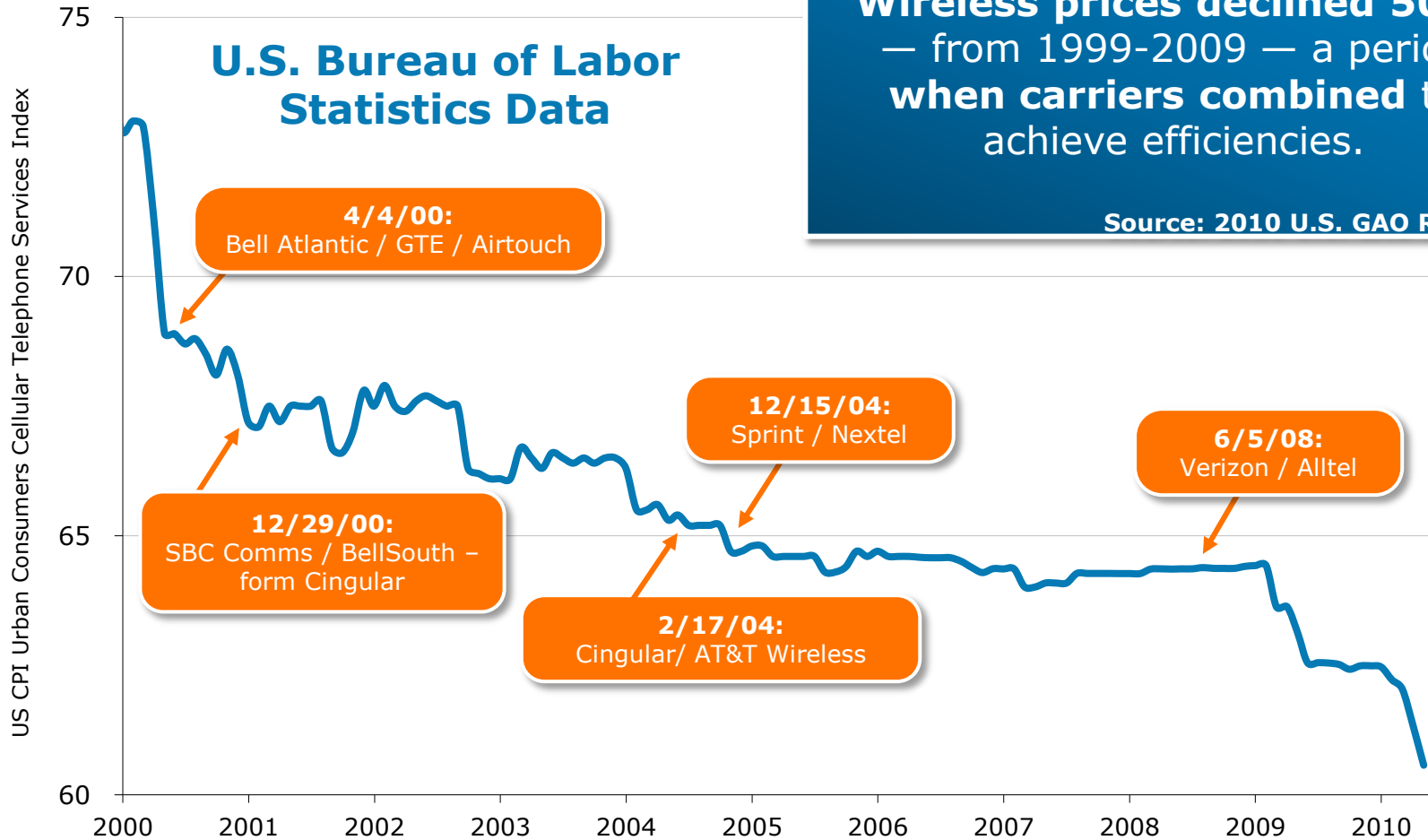




U.S. industry pricing trends



Historically, during period when carriers combined to achieve efficiencies, U.S. wireless prices fell



Note: U.S. CPI Urban Consumers Cellular Telephone Services Index began with a base of 100 on 12/31/97. Information updated on a monthly basis

Source: U.S. Bureau of Labor Statistics via Bloomberg (as of March 4, 2011)

