

IN THE AIR

News and information from your teammates at PrimeCo Personal Communications, L.P.

July 16, 1997

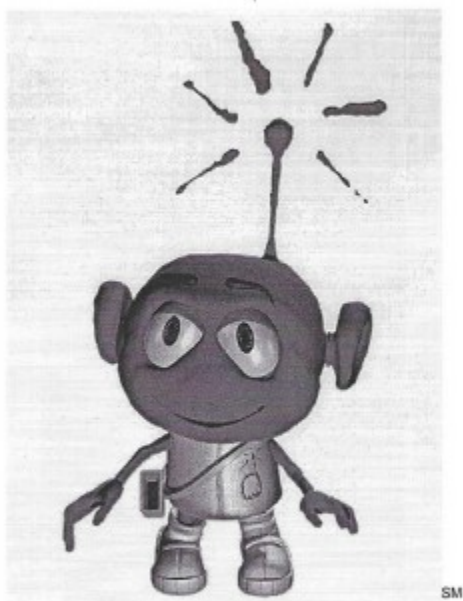
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BRAND CAMPAIGN DIFFERENTIATES PRIMECO FROM COMPETITORS

When analysts questioned our choice of technology, we forged ahead. When naysayers said it was impossible to launch wireless service in 16 cities simultaneously, we proved them wrong. When competitors pegged price as the only way to market new digital wireless services, we opted for personality. While other wireless companies poke and prod at consumers with ads that tout prices and gimmicks, we are striving to create a brand in what is essentially a "brandless" category.

Our new branding blitz, which debuts today, is an evolution of our earlier "future" launch campaign. In our new campaign, we use innovative methods to differentiate our advertisements from our competitors' stodgier, more rational approaches. We add an emotional component to our message by combining cutting-edge animation and live-action footage. We use this approach because we believe the winner in the high-stakes wireless market will be the player that can cut through the advertising clutter.

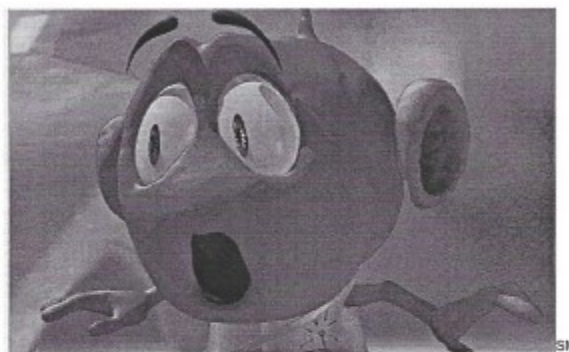
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Our advertisements feature an animated PrimeCo-PinkSM character from the Planet PrimeCo who loses his futuristic wireless phone on a trip to Earth. The elder PrimeConians force him to return to retrieve the phone because "Earth isn't ready for this technology." But when the poor little guy is zapped back to Earth, PrimeCo phones are everywhere. An unfolding story based on the character's thwarted attempts to reclaim his phone is embedded within the campaign. Award-winning animation techniques such as deep facial expressions imbue the creature with an endearing warmth that appeals to the emotions while live-action footage is used to clearly communicate the strengths of PrimeCo's service.

"We wanted to use an entirely new approach to reach consumers intrigued by wireless but confused by the 'price and promo' tactics so prevalent in today's marketplace," said **Karen Little**, vice president of marketing and sales. "Our little pink fellow tugs at the emotions. We want consumers to empathize with him, especially his zeal to get a PrimeCo phone."

The series of 30-second spots, slated for prime-time television shows, early and late evening news and morning news programs, are episodic in nature to build longevity into the new campaign. The introductory ad will run until mid-August when two new sustaining spots will be added to the rotation in time for the kick-off of television's fall line-up. The animated character also will be used in print and radio advertisements as well as in store displays and point-of-purchase merchandising.



Since our character represents our brand, he has rules he must live by like all popular figures in advertising, including our logo. We want to use him very carefully and strategically. The MarCom manager in each MTA and corporate marketing have guidelines outlining the specific usage of our little character. Before using the character on any item you produce, please review these guidelines. Using our character effectively and ensuring that he is true to himself and our brand is a job we all share.

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The ads were developed by The Richards Group, a Dallas-based advertising agency that has created noteworthy campaigns for companies such as Motel 6, Chick-Fil-A and The Home Depot. Animation was created by Academy Award winning designers, R. Greenberg and Associates. Steve and Linda Horn Productions of New York shot the live-action footage.

HELP OUR INTERPLANETARY FRIEND

Our new interplanetary friend needs a name. Can you help? Send your suggestions via e-mail to **Debbie Brimer** by Friday, July 25. A committee will select the name from the suggestions submitted and announce a winner in the following edition of "In the Air." The person submitting the winning name will receive a \$50 gift certificate and framed picture of our character. Note: If the winning entry is suggested by more than one person, the total awarded amount will be split among the winners.

WHAT IS A "DORNICK?"

In our new commercial, the elders from the Planet PrimeCo call our interplanetary friend a "dornick." When **Kim Rhoudes**, roaming analyst, first heard this she thought of the game Balderdash. In this game, someone creates several definitions to disguise the real one. Then, others guess which is the real definition. She has created one for us to play with the word "dornick." Which is the correct definition?

- A) an herb seasoning made from dried leaves
- B) a poisonous element used in insecticides
- C) a small chunk of rock or stone
- D) a tool or weapon of archeological or historical interest
- E) an ornament or architectural form having the appearance of a leaf
- F) a frame for holding bobbins or spools in a spinning machine

Check the end of this edition for the answer.

CELEBRATING SUCCESS

The Richmond/Hampton Roads MTA had a goal of having 22 sites on air by the end of June. When the MTA gathered for their "Life After Launch" conference, it had only six sites on air and many thought the goal was wishful thinking. However, at the conference, **Nancy Hemmenway**, vice president of human resources, talked about setting personal goals and declaring the goals publicly to increase the chances of achieving results. After that, all the employees declared their goals publicly. The declaration transformed into a challenge. If the MTA met its goal, **Joe O'Konek**, VP/GM, would jump in a lake wearing hula dress, and if it failed, **Jihad Hermes**, technical director, would jump in the lake. On June 30, 1997, the team exceeded its goal by bringing 25 sites into commercial service. Hope you can swim, Joe!

ENSURING QUALITY TOWERS

The Wisconsin MTA recently joined the membership ranks of the National Association of Tower Erectors (NATE). As such, the Wisconsin MTA's site development department is

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actively participating in the creation of uniform industry standards to help improve the quality of PrimeCo antenna sites and safety on the job site. OSHA recognizes NATE as the representative body of the tower engineering, construction and maintenance industry. PrimeCo's membership into this organization is the first for a wireless communications provider and shows PrimeCo's commitment to quality and safety.

The technical department of the Wisconsin MTA recently completed a White Paper detailing new procedures for the precise alignment of directional antennas at PrimeCo's antenna sites. Contrary to methods employed by the cellular industry for years, these new procedures will enhance the performance of PrimeCo's wireless network. What this means to customers is that our antenna sites will be better optimized and provide superior service. Since the Wisconsin MTA has deployed these new alignment methods in the field, the market has seen a dramatic improvement to the quality of network performance. One more example of how our employees are modeling our core values of service excellence and personal and team best.

PROMOTING PRIMECO

- South Florida sponsored the monthly meeting of the Gold Coast Builders Association with a lovely breakfast followed by a motivational keynote speaker. There were more than 100 key representatives from the building industry at the meeting who heard about PrimeCo and received pricing and service information.
- The Mid-Gulf States MTA conducted the Clear Challenge, a program which allows potential customers to make test calls, to an audience of 20,000 people at the Greater St. Stephen's Baptist Church Fair. "Act Fast" coupons good for a free leather case with purchase revealed instant sales at the nearby mall kiosk.
- PrimeCo's Central Florida MTA was a major sponsor of the July 4 Fireworks Extravaganza at Lake Monroe in historic Sanford, Florida. As a sponsor, PrimeCo offered the Clear Challenge to the 45,000 attendees and created a vertical sea of PrimeCo-PinkSM by distributing 5,000 can "koozie," hand fans and balloons.
- The South Florida MTA was the title sponsor of the performance of the Three Tenors-Carreras, Domingo and Pavarotti in concert from Rome, Italy on their public television station. With the sponsorship PrimeCo received: multiple 15 second prime time billboards that prominently displayed our logo and tag line, live talent voice over and enthusiastic acknowledgment of our support, a 30 recorded on-air testimonial by PrimeCo representative, our t-shirts and caps showcased by on-air telephone representatives and on screen acknowledgment of our support on the television website.
- The Chicago MTA kicked off the Clear Challenge at Ribfest, an annual event that drew more than 150,000 area rib-lovers. PrimeCo was the exclusive phone service provider for the event, which was held in a park that didn't have any landline or pay phones. PrimeCo's three demo stations were strategically placed throughout the event site, where hundreds of attendees sampled the phones and enjoyed PrimeCo's superior voice quality.

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- Mid-Gulf States MTA participated in the Jefferson Parish sheriff's office memorial golf tournament as a team sponsor and hole sponsored. Business account executives offered the Clear Challenge and distributed key chains, golf balls and golf towels. The PrimeCo team of executives and business customers finished two under par.
- The South Florida MTA sponsored the Florida Atlantic University Alumni Golf Tournament at the Deercreek Country Club in Deerfield Beach, FL. PrimeCo banners were everywhere, and each player received a PrimeCo t-shirt, pricing and service information all nicely packed in a PrimeCo logo bag. In addition, we sponsored the closest to the green at the 14th hole. The winner received a free PrimeCo phone and 100 minutes of air-time. The event was very successful producing numerous leads.

KINDNESS PREVAILS AT PRIMECO

- During the month of June, the Richmond/Hampton Roads MTA donated phones to the Meadowbrook Teen Center, Richmond Police Athletic League and Hampton Roads Big Brothers and Big Sisters. The phones will be used to keep the groups in touch during many of its off-site excursions. These groups conduct activities such as bowling, skating, trips to state parks and nature walks.
- The Virginia Beach PrimeCo Store presented 75 athletes at the Norfolk Special Olympics bowling tournament PrimeCo bags filled with PrimeCo keychains, cups, balloons, pens and either a koozie, waterbottle or frisbee.
- The South Florida MTA helped sponsor Palm Beach County's American Cancer Society with their annual Jail and Bail. We donated 5 phones to the effort which were especially used when the land lines were down at the jail sights. Also, **Mark Ciarfella**, external affairs manager, and **Eleanor Duffek**, manager of marketing communications, were "arrested." In raising bond money for Ciarfella and Duffek, the South Florida MTA raised nearly \$3,500 which was donated in honor of **Kay Gustafson**, South Florida MTA receptionist who is currently fighting and winning the battle against cancer.
- The Wisconsin MTA Contagious Acts of Kindness team recently distributed Summerfest tickets to 250 people who otherwise would not have been able to afford them. The response was overwhelming. The church where we were distributing the tickets asked **Carolyn Kaufman**, public relations specialist, to tell the parishioners about PrimeCo and our Acts of Kindness program. When she told them we were giving away Summerfest tickets, they all gasped and clapped. Outside the church, there were lots of thank yous and hugs. Several people even said they were going to buy a PrimeCo phone.
- PrimeCo's corporate employees recently collected and donated fruit juice for GRACE, a local non-profit relief agency which provides food, clothing and other

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emergency assistance to people in need. This juice will go to people who would other wise not have any.

- As part of the Great Circus Parade, the Wisconsin MTA distributed PrimeCo bottled water to the parade attendees prior to the start of the event. More than 5,000 thirsty parade goers enjoyed the water as they sat in very hot and humid weather..
- Employees from North Texas, Southwest region and corporate participated in bike race to benefit the North Texas chapter of Luekemia Society Ride for Life.
- Orlando employees hosted a group of 10 children from the Big Brothers/Big Sisters of Central Florida for a day at the zoo. In addition to a guided tour of the zoo and a brown bag lunch, the children and PrimeCo volunteers had their photo taken. They also helped present a wooden boardwalk plank which PrimeCo purchased for the zoo to memorialize the day.

WOW!

- Recently, a Virginia Beach store customer came by the store to pay his bill and show store employees his picket signs. He had signs that depicted his dissatisfaction with 360's billing system and customer service. The sign also encouraged consumers to buy a PrimeCo phone. He thanked PrimeCo for our excellent customer service and told us that he was going to refer everyone that walked into 360 to PrimeCo.
- The North Florida MTA business to business sales channel has implemented an innovative way to inform their affinity group members of rates and promotions that are available to them. The plan involves utilizing the affinity group's e-mail system to inform people of changes that may affect their particular group. Sending e-mail to prospective affinity customers has saved considerable expenditures in mailing and printing costs that were unavoidable with previous affinity marketing plans.
- The Virginia Beach store received a thank you card recently from a happy PrimeCo customer. The customer wrote to thank the Virginia Beach team for providing him with excellent customer service and for always being so friendly. He noted that he appreciates all the time store representatives spent with him showing him how to use his phone and understand his bill.
- Ben Scott, president and ceo, recently received a letter from a customer praising **Eulah Banks**, customer care consultant, for her exceptional customer service. The customer wrote: "Ms. Banks executed her abilities to a standard well above what was expected. She extensively illustrated my options until all of my concerns had been exhausted, and did so with extreme patience and professionalism." Way to demonstrate our core value of service excellence.
- **Brenda Felty**, switch technician for the North Florida MTA, was recently recognized by her MTA for her commitment to service excellence. She did an excellent job of completing the switch software upgrade and making sure the upgrade was transparent to our customers and met all their needs.

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- **Monroe Bonds**, facilities coordinator in the North Florida MTA, was recently recognized for serving his internal customers well. Bonds' internal customers commended him for successfully planning, managing and executing the move to their new office.
- **Tina Morris**, indirect retail sales assistant for North Texas, was recognized for extraordinary performance exceeding the normal job expectations by supporting three sales channels at one point or another during a regular business day while we had two open positions. She demonstrated our core value of service excellence while making sure all the sales channels were supported.
- **Karen Milne**, administrative assistant for North Texas, was recognized for demonstrating innovation. When she discovered what she considered excessively expensive long distance phone bills at the PrimeCo stores, she conducted an analysis. The results of this analysis could result in a savings of between \$2,260 and \$5,140 annually.
- **Bill Wade**, IT analyst for North Texas, received an impact award for modeling the core values of innovation and service excellence. He created a phone distribution list for each department which allows managers to send messages to their team by entering one number. He also created the first ever universal new hire database form which replaced more than seven manual forms.
- **Billy Suchors**, site acquisition coordinator for North Texas, was recognized for constantly displaying teamwork and initiation through assisting with any task required to get our sites on the air. Suchors has and continues to strive for a more complete understanding of the development of a wireless network. He also shows initiation through creating solutions for unique problems in our acquisition process.
- **John Black**, operations support specialist for North Texas, received an impact award for demonstrating innovation and service excellence. Black was recognized for service above and beyond the call of duty by completing the sale of 115 units in April without even being a sales person.
- **Patricia Jones**, legal secretary for North Texas, was recognized for service excellence. When her group moved, Jones had all the lease, construction and zoning files boxed at the very last minute and unpacked within three days so that others' work would not be disrupted. She also helps anyone with computer related problems.
- **Henry Aguirre, Kevin Christian, Erica Lopez, Bounne Louangviset, Mario Matta, Vong Saysanam, Grandy Shoemaker, Keith Snider, Juan Vargas and James Wilson**, cell technicians in North Texas, received a team award for demonstrating the core value of personal and team best. These technicians demonstrated flexibility and teamwork in extending themselves to support a variety of activities. Within the last several months, the technicians also have taken over the installation and optimization of new sites, establishing quality installation

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practices and optimization standards which will ensure consistency and a high level of performance for each site while meeting scheduled time lines.

In the Air would like to recognize all employees and contractors who receive special awards and acknowledgments. If you know of anyone who should be recognized, please forward the information to corporate communications via e-mail.

A "DORNICK" IS:

C) A small chunk of rock or stone.

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