2008 July One Day Sale Newspaper Print Insertion - 4 Color, 90 Column Inches
Project Managed by Jennifer Hammond

Choose from

Seven FREE Phones.

(with a new two-year agreement and activation fee)

One Day Only.

This Wednesday, July 16th.

SHOP EARLY FOR BEST SELECTION.

Instant Savings. No mail-in rebates. No wait. No hassle.

SunCom℠
WORRYLESS WIRELESS

877 CALL SUN **suncom.com** For free overnight delivery call 877.225.5786

STORE LOCATIONS

MOORESVILLE
Plantation Point
654 River Hwy 704.858.5090

HUNTERSVILLE
Regency Village
16615 W Catawba Ave 704.858.5080

CHARLOTTE
Cotswold Village Shops
108 S Sharon Amity Rd.....704.858.5050
Kings Court, 901 Kings Dr ...704.858.5060
Whitehall Corners
8506 S Tryon St 704.858.5070
Bank of America Plaza
101 S Tryon St.....704.858.5030
Arboretum Shopping Center
3351 Pineville-Mathews Rd..704.858.5000

CHARLOTTE (CONT)
Carolina Pavillion
9535 B South Blvd.....704.858.5010
The Village at University Place Plaza
8821 JW Clay Blvd.....704.858.5020

CONCORD
Speedway Boulevard
7741 Gateway Lane NW.....704.490.9300

ROCK HILL
Manchester Village
1910 Cinema Dr.....803.370.9100

MATTHEWS
Idlewild Market
15080 Idlewild.....704.858.5040

GASTONIA
NEW! Shops at Franklin
3916 E Franklin Blvd 704.858.5400

EXCLUSIVE AUTHORIZED RETAILERS

GRIER CELLULAR SOLUTIONS
3750 E Independence Blvd
Charlotte 704.566.1750

THE WIRELESS COMPANY
335 Herlong Ave, Rock Hill ..803.328.9910
1754 W Hwy 160, Fort Mill..803.548.5442

THE MOBILE SOLUTION
246 N New Hope Rd
Gastonia 704.947.6303
Carolina Place Mall
#1, Pineville 704.543.4996
Carolina Place Mall
#2, Pineville 704.542.6030

JNL GROUP
811 Concord Mills Blvd
Concord 704.979.0102
Carolina Place Mall
Pineville 704.540.5343
6801 Northlake Mall Dr
Charlotte 704.596.3053

A TO Z TELECOM
110-5 W King St
Kings Mountain 704.739.2899
1506-3 E Dixon Blvd
Shelby 704.487.9292
12820 S Tryon St
Charlotte 704.588.9595

SUN COMMUNICATIONS
100 Davidson Hwy
Concord 704.721.0912

M.F. TRIPP ASSOCIATES
1058 Crossroads Dr
Statesville.....704.345.4800

HELLO MOBILE
165 Cross Center Rd
Denver.....704.827.2015
10310 Wilmington St
Huntersville.....704.947.6303

Offer available on 7/16/2008 while supplies last. Phone selection may vary by location. Each phone requires credit approval, activation and new 2-year agreement when purchased or received. Non-refundable activation fee of $35 for first phone and $10 for each additional phone may apply. $200 early termination fee applies to each phone. Maximum of five lines and five free phones per account subject to credit approval. Deposit may be required. Offer may not be combined with any other phone-related coupon, discount or promotional offer. Dealer participation may vary. Some dealers may impose additional fees. Current customers may be eligible to participate in offer with a new 2 year agreement. Bluetooth is a registered trademark of Bluetooth SIG, Inc. Additional restrictions and taxes may apply. Network details, coverage maps and complete terms and conditions available at suncom.com. You can also contact us for details at 877-CALL SUN. © 2008 SunCom

2008 July One Day Sale TV Script
Assistant Project Manager - Jennifer Hammond

Please click on the Windows Media File link to view the TV Spot.

TELEVISION

Client Approved	
Date Approved	
AE	

Date	07/03/08	Client	SunCom
Job Nº	1684/33419	Title	July ODS
Rev Nº	2	Script Nº	1
Length	:30	Writer/AD	Corley/Carmine

FINAL TO RECORD Legal and PPP Approval - JH

VIDEO	TALENT	AUDIO
OPEN ON PHONE GRAPHICS THROUGHOUT. **SUPER: FREE** **SUPER: SUNCOM ONE DAY SALE. WEDNESDAY, JULY 16.**	**ANNCR:**	Come into SunCom on Wednesday, July 16th, and get hot phones for FREE at the SunCom One Day Sale!
EACH PHONE MAGNIFIES WHEN BRAND IS CALLED OUT. **SUPER: FREE** (WITH A NEW, TWO-YEAR AGREEMENT AND ACTIVATION FEE) **CUT TO SUPER: WEDNESDAY, JULY 16.** **PARTICIPATING LOCATIONS** **LEGAL:** OFFER GOOD ON JULY 16TH WHILE SUPPLIES LAST. DEALER PARTICIPATION MAY VARY. PHONES REQUIRE NEW TWO-YEAR AGREEMENT, CREDIT APPROVAL AND $35 ACTIVATION FEE FOR FIRST PHONE AND $10 ACTIVATION FEE FOR ADDITIONAL PHONES. $200 EARLY TERMINATION FEE APPLIES TO EACH PHONE. LIMIT OF [5] FREE PHONES PER CUSTOMER. RESTRICTIONS, TAXES AND OTHER FEES MAY APPLY. FOR DETAILS VISIT SUNCOM.COM OR CALL 877-CALL SUN.		Don't be caught without a new phone this summer. Get a sleek, new MP3 player, camera phone from hot brands like Motorola, Nokia and Sony Ericsson for FREE! So hurry in to one of our participating SunCom retail locations on Wednesday, July 16th only and get your hands on a new, FREE phone. Because this sale is like the summer itself. Before you know it, it will be gone.
CUT TO ART CARD: SUNCOM. WORRYLESS WIRELESS.	**ANNCR:**	… SunCom. [Whistle] Worryless Wireless.

CONFIDENTIAL—FOR INTERNAL USE ONLY
©Bernstein-Rein Advertising, Inc. All Rights Reserved

2008 July One Day Sale Radio Script
Project Managed by Jennifer Hammond

Please click on the Windows Media File link to listen to the Radio Spot.

RADIO

Client Approved	
Date Approved	
AE	

Date	07/03/08	Client	SunCom
Job Nº	1684/33420	Title	"Musical" July ODS
Rev Nº	1	Script Nº	1
Length	:60	Writer/AD	Corley

TALENT	AUDIO
DONNA:	Get into SunCom on Wednesday, July 16th, and get some of our most popular phones for FREE!
GUY:	Free phones? Do you know what this means? Anything is possible!
MUSIC:	*(Broadway musical style)*
GUY:	(sings) *Anything is possible* *The world is pie in the sky* *The impossible is probable* *I feel like pigs could fly …*
MUSIC:	*(Continues under)*
GUY:	Say! What are the brand names?
DONNA:	*(a little taken aback by the over the topness of it all)* Uhh…Motorola, Nokia and Sony Erricson.
GUY:	Aces! (sings) *Anything is possible* *And let me tell you why* *Free phones at SunCom the 16th of July*
DONNA:	SunCom. [Whistle] Worryless Wireless.
LEGAL:	Offer good on July 16th while supplies last. Dealer participation may vary. Phones require new two-year agreement, credit approval and $35 activation fee for first phone and $10 activation fee for additional phones. $200 early termination fee applies to each phone. Limit of [5] free phones per customer. Restrictions, taxes and other fees may apply. For details visit suncom.com or call 877-CALL SUN.

CONFIDENTIAL—FOR INTERNAL USE ONLY
©Bernstein-Rein Advertising, Inc. All Rights Reserved

2007-2008 Revised Grand Opening Print Ad Layout

In May 2006 - Jennifer Hammond produced a proposal to increase the effectiveness and efficiency of the SunCom Wireless Grand Opening. The proposal was well received and produced great results. She established successful Chamber Memberships, organized the Ribbon Cutting Ceremonies, increased the Media presence, more effective Press Releases and ultimately more recognition for SunCom Wireless in the community. Below are several examples of how the work was revised over the years to improve brand effectiveness and increase awareness.

T:24.125 in

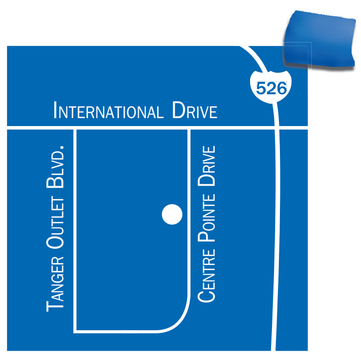
GRAND OPENING

Exclusively at our Centre Pointe Store Grand Opening.

SAMSUNG X506
Flip phone
FREE
(with a new two-year agreement)
SAVE $149.99 Instantly

SAMSUNG D406
with WEP180 Bluetooth® Headset
$49.99
(with a new two-year agreement)
SAVE $150.00 Instantly

SONY ERICSSON W610
Walkman® MP3 Phone
$99.99
(with a new two-year agreement)
SAVE $200.00 Instantly



Centre Pointe
4959 Centre Pointe Dr, Suite 102
Charleston, SC 29418

843.224.9790

REGISTER TO WIN
a Sony Ericsson W710
with SunCom GoodCall℠
Pay-as-you-go Wireless
(a $249.99 value)

FREE ACTIVATION at the Centre Pointe store during these remote broadcasts.

WEZL FM 103.5	Star 99.7 fm	93 Jamz R&B and Hip-Hop Flava!
Thursday	Friday	Saturday
November 15	November 16	November 17
4-6 p.m.	3–5 p.m.	1–3 p.m.

877 CALL SUN **suncom.com**
For business solutions call 888.387.5641
For free overnight delivery call 877.225.5786

SunCom℠ WORRYLESS WIRELESS

STORE LOCATIONS

CHARLESTON
401 King St 843.224.9730
Crossroads Shopping Center
1836 Ashley River Rd 843.224.9720
NEW! Centre Pointe
4959 Centre Pointe Dr.....843.224.9790

MOUNT PLEASANT
Northcutt Plaza
976 Houston Northcutt Blvd ..843.224.9710
Brickyard Center
2664 Highway 17 N.....843.224.9780

JAMES ISLAND
Queensboro Plaza
1175 Folly Rd 843.224.9760

NORTH CHARLESTON
7643 Rivers Ave.....843.224.9700

SUMMERVILLE
Summerville Galleria
975 Bacon's Bridge Rd 843.224.9750

EXCLUSIVE AUTHORIZED RETAILERS

FIRST CELLULAR
915 Folly Rd 843.762.7243
Citadel Mall.....843.766.7171
Northwoods Mall.....843.569.7171
1305 Theatre Dr, Mt. Pleasant 843.884.9202

THE MOBILE SOLUTION
Northwoods Mall.....843.572.0090
Citadel Mall.....843.731.0202

WARREN COMMUNICATIONS
2A Avondale Ave.....843.763.6161
874 Orleans Rd.....843.852.2360

EXCLUSIVE COMMUNICATIONS
3024 W Montague Ave
North Charleston.....843.225.4077

Offers good only at Centre Pointe store through 11/17/2007 while supplies last. Savings are based on SunCom's regular retail price. Each phone requires credit approval, activation and a new two-year agreement. A one-time nonrefundable $35 activation charge and a $10 one-time nonrefundable activation charge for each additional line may apply. Free activations at Centre Pointe store only during remote broadcast times listed above. There is a $200 early termination charge per phone if you cancel service early. A deposit may be required for each phone. Offers may not be combined with any other coupons, discounts or promotional offers. Current customers may be eligible to participate in phone offer with new two-year agreement. Additional restrictions, roaming fees and taxes may apply. "Bluetooth" is a registered trademark of Bluetooth SIG, Inc.; "Walkman" and the Walkman logo are registered trademarks of the Sony Corporation. Enter-to-win offers available only at the Centre Pointe retail location in Charleston, SC, November 11-17, 2007. No purchase necessary to enter to win. Void where prohibited. See store for service plans, phone offers and enter-to-win details. Visit suncom.com to view our complete terms and conditions, including mandatory arbitration. ©2007 SunCom.

T:10.5 in

1684-29251_GO_charelston_Print.i1 1

11/7/07 5:02:24 PM

			Scale 1 in =		1 in	**Last Saved By:**	Stacey McDade
Job #: 1684-29251			**Trim Size:** 24.125 in x 10.5 in		24.125 in x 10.5 in	**Studio Artist:**	Heather Field
Size: 1	**Version:** A		**Bleed Size:** None		24.125 in x 10.5 in	**Art Director:**	Aaron Custer
Publications: Charleston Post & Courier			**Live Area:** None		24.125 in x 10.5 in	**Print Production:**	Connie Nolte
			Built @ 100%	**Output @** 100%	**Color:** 4C		
					Pantone Colors:		

2006 Revised Grand Opening Print Ad Layout

SunCom WIRELESS
We get it.®

Come in and celebrate our

Grand Opening

Liberty Square Shopping Center
4460 Washington Road, Evans
706-373-7050

Exclusive offers, big savings, and a chance to win great prizes, like an iPod® mini.

No rebates required.
With SunCom, you save instantly

$79.99

MOTOROLA V555
- Video Camera Phone
- Downloadable Themes
- Bluetooth® Capable

Retail Value
$229.99

$149.99

BLACKBERRY 7290
- Email/Web Browser
- Address book/Organizer
- Bluetooth® Capable

Retail Value
$349.99

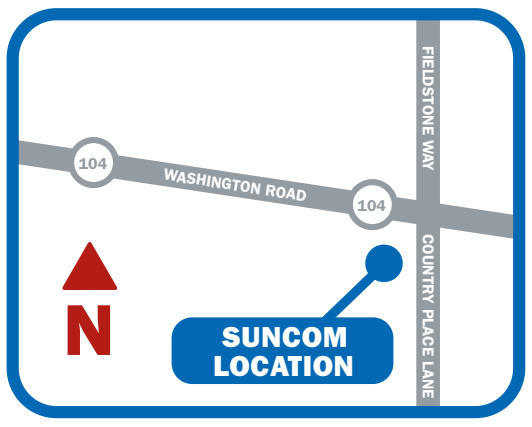
FREE

SAMSUNG X496
- Color Display
- Downloadable Ringtones
- Speakerphone

Retail Value
$129.99

Only $99 with a SunCom National Data Plan

Now until May 21st



Liberty Square Shopping Center
4460 Washington Road, Evans
706-373-7050

DIRECTIONS:
Located on Washington Road across from the Evans Wal-Mart

Harry Connick, Jr.

More anytime minutes.
More of what you want.℠

TRUTH IN WIRELESS℠

1-877-CALL SUN SUNCOM.COM

FOR BUSINESS SOLUTIONS CALL 1-888-387-5641 FOR FREE OVERNIGHT DELIVERY CALL 1-877-225-5786

THINGS WE WANT YOU TO KNOW

These offers are good while supplies last, require credit approval and the phone must be activated when purchased. Plan and Phone offers require a new two-year agreement. You may incur a $35 one-time activation charge when signing up and a $200 early termination charge if you cancel service early. Grand Opening handset specials and enter-to-win iPod mini offer are available only at the Evans Liberty Square SunCom Retail location, May 14–21, 2006. No purchase necessary to enter to win. Void where prohibited. SunCom National Data Plan feature must remain active for at least six months. See store for all the service plan, phone offer and enter-to-win details. Bluetooth is a registered trademark of Bluetooth SIG, Inc. Apple, iPod and iPod mini are trademarks of Apple Computer, Inc. ©2006 SUNCOM

STORE LOCATIONS

EVANS
NEW! Liberty Square 4460 Washington Rd.....703 373 7040
AIKEN
NEW! Aiken Commons 1944 Whiskey Rd.....803 215 6800
N. AUGUSTA
Kroger Shopping Center 404 E. Martintown Rd.....803 215 6810

EXCLUSIVE AUTHORIZED DEALERS

AUGUSTA
Augusta Mall 3450 Wrightsboro Rd.....706 373 7040
Augusta Exchange 253-A Robert C. Daniel Jr. Pkwy.....706 373 7035
FIRST CELLULAR
2834 Washington Rd Augusta.....706 736 1002
403 Furys Ferry Rd Martinez.....706 860 3161

2006 Revised FSI Layout, front

SunCom℠ WIRELESS

We get it.®

Come in, celebrate our

Grand Opening

Liberty Square Shopping Center
4460 Washington Road
Evans
706-373-7050

- Exclusive Offers
- Big Savings
- Great Prizes
- Win an iPod® mini
- See other side for great phone deals

More anytime minutes.
More of what you want.℠

Now until May 21st

TRUTH IN WIRELESS

2006 Revised FSI Layout, back

Great deals on great phones.

SunCom WIRELESS

We get it.®

$79.99

MOTOROLA V555

- Video Camera Phone
- Downloadable Themes
- Bluetooth® Capable

Retail Value
$179.99

FREE

SAMSUNG X496

- Color Display
- Downloadable Ringtones
- Speakerphone

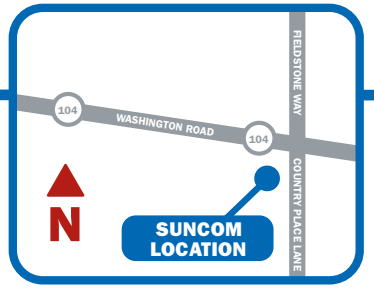
Retail Value
$149.99

$149.99

BLACKBERRY 7290

- Email/Web Browser
- Organizer/Address Book
- Bluetooth® Capable

Retail Value
$249.99



NEW STORE LOCATION

Liberty Square Shopping Center
4460 Washington Road, Evans
706-373-7050

DIRECTIONS:
Located on Washington Road across from the Evans Wal-Mart

Now until May 21st

1-877-CALL SUN **SUNCOM.COM**

DON'T FORGET OUR OTHER LOCATIONS

AIKEN
Aiken Commons
1944 Whiskey Rd
803-215-6800

AUGUSTA
Augusta Mall
706-373-7040

Augusta Exchange
253-A Robert C. Daniel Jr. Pkwy
706-373-7035

N. AUGUSTA
Kroger Shopping Center
404 E. Martintown Rd
803-215-6810

THINGS WE WANT YOU TO KNOW: These offers are good while supplies last, require credit approval and the phone must be activated when purchased. Plan and Phone offers require a new two-year agreement. You may incur a $35 one-time activation charge when signing up and a $200 early termination charge if you cancel service early. Grand Opening handset specials and enter-to-win iPod mini offer are available only at the Evans Liberty Square SunCom Retail location, May 14–21, 2006. No purchase necessary to enter to win. Void where prohibited. See store for all the service plan, phone offer and enter-to-win details. Bluetooth is a registered trademark of Bluetooth SIG, Inc. Apple, iPod and iPod mini are trademarks of Apple Computer, Inc. ©2006 SUNCOM

2007 Grand Opening Direct Mail, Front

6SUN332.r5 kbp 6/30/06 2:53 PM Page 1

Grand Opening

Join us at University Commons, **July 9 – 16**

Burlington!
What are you waiting for?

SunCom WIRELESS
We get it.®

DON'T MISS THESE GRAND OPENING SPECIALS.

$29.99
Motorola V235

$149.99
Danger Hiptop®2

$79.99
Motorola V3 Cosmic Blue RAZR

Account name: SunCom - Direct
Job #: 6SUN332
Ad Name: SUNCOM DIRECT- Greensboro Grand Opening PC
size 6 x 9

2007 Grand Opening Direct Mail, Back

6SUN332.r5 kbp 6/30/06 2:53 PM Page 2

Great phones. Great savings. Great to meet you!

SunCom WIRELESS
We get it.

Join us for the celebration at University Commons.

Get cool deals on today's hottest phones with these Grand Opening specials, only at our ***NEW University Commons location.***

Pick up the Motorola V3 Cosmic Blue RAZR for just **$79.99** or choose from other must-have phones at exceptional prices.

Now more than ever, SunCom makes it easy to stay in touch with everyone you care about. And get a great value while you're at it.

Harry Connick, Jr.

Get in on the fun.

You could win an iPod Mini!

University Commons Shopping Center

1447 University Drive
Phone: 336-772-9240

SunCom Wireless
P.O. Box 11938
Charlotte, NC 28220-1938

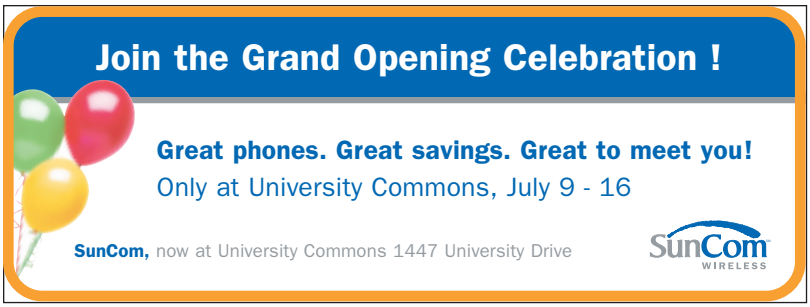
PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE PAID
PERMIT #34
CHARLOTTE NC

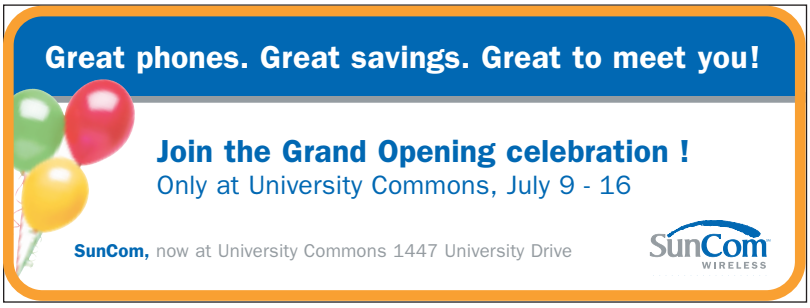
Things we want you to know. These offers are good while supplies last, require credit approval and the phone must be activated when purchased. Phone offers require a new two year agreement. You may incur a $35 one-time activation charge when signing up and a $200 termination charge if you cancel service early. Enter-to-win offers available only at the University Commons, Burlington, NC retail location, July 9-16, 2006. No purchase necessary to enter to win. Void where prohibited. See store for all service plans, phone offers and enter-to-win details. Apple, iPod and iPod mini are trademarks of Apple Computer. Hiptop[2] is a registered trademark of Danger, Inc.

©2006 SunCom

Account name: SunCom - Direct
Job #: 6SUN332
Ad Name: SUNCOM DIRECT- Greensboro Grand Opening PC
size 6 x 9

2007 Grand Opening Email Campaign





2006 - Grand Opening Refresh - Prompted PR to increase Media presence and the effectiveness of Press Releases.

CONTACT: Rose Cummings
SunCom Wireless
(704) 858-5199
rocummings@suncom.com

For Immediate Release
May 16, 2006

MEDIA ALERT

SUNCOM OPENS FIRST STORE IN EVANS

Store Celebrates Grand Opening With Augusta Chamber of Commerce

---

WHO/WHAT:

SunCom Wireless continues to expand its presence in Georgia by opening a new store in Evans at the Liberty Square Shopping Center. Six SunCom stores are now open in northern Georgia.

The new store and the Augusta Metro Chamber of Commerce will host a ribbon-cutting ceremony to celebrate the grand opening. The store will host a week-long grand opening celebration, and customers will have the opportunity to register to win prizes, including an Apple iPod mini, and special offers on SunCom handsets will be available.

WHEN

Ribbon-cutting ceremony: Friday, May 19 at 2 p.m.
Grand opening events: May 15 – 21
Radio Remote Schedule: WBBQ-FM (107.9), May 18 from noon – 2 p.m.; WIBL-FM (105.7), May 19 from noon – 2 p.m.; WKSP-FM (96.3), May 20 from 11 a.m. – 1 p.m.

WHERE:

SunCom Store at Liberty Square
4460 Washington Road, Ste. 7 and 8
Evans, GA 30809

BACKGROUND:

Another store is scheduled to open this month in Mooresville, N.C., just outside of Charlotte. These grand openings are part of SunCom's plan to open, renovate or update approximately 60 stores in the Southeast over a two-year period (2005-06).

SunCom has six retail stores and 35 agent stores in Northern Georgia. Across its domestic footprint, SunCom has 89 total retail stores.

About SunCom Wireless

SunCom Wireless is a leader in offering digital wireless communications services to consumers in the Southeastern United States, Puerto Rico and the U.S. Virgin Islands. With more than one million subscribers, SunCom is committed to delivering Truth in Wireless by treating customers with respect, offering simple, straightforward plans and by providing access to the largest GSM network and the latest technology choices. For more information about SunCom products and services, visit www.suncom.com or call 877-CALL-SUN (1-877-225-5786).

###

2006 - Grand Opening Refresh - Evans, GA Chamber of Commerce conducting a Ribbon Cutting Ceremony.

THE COLUMBIA COUNTY
News-Times
YOUR COMMUNITY NEWSPAPER SINCE 1881
50 cents per copy
Legal Organ of Columbia County, Harlem and Grovetown
Wednesday, May 24, 2006
www.newstimesonline.com

Chambers not divided by county lines

Photo by J. Scott Trubey

Members of the Augusta Metro Chamber of Commerce hold a ribbon-cutting ceremony for Columbia County's first SunCom Wireless store, at Liberty Square on Washington Road, in Evans. Eighty-nine Columbia County businesses are members of the Augusta chamber.

Business crossover is common

By J. Scott Trubey
Staff Writer

Chamber of Commerce ribbon cuttings are a common sight in Columbia County.

With approximately 530 new members added to the county chamber's rolls since it incorporated independently with 300 members in 2003, Columbia County Chamber Executive Director Gordon Renshaw said his organization is playing host to 10 to 15 ribbon cuttings a month.

But on occasion, his chamber has ventured east to inaugurate new business members from Richmond County. Recently, the Augusta Metro Chamber of Commerce also has driven west for ribbon cuttings for their new members in Columbia County, most recently on Friday with a ribbon cutting for Columbia County's first SunCom Wireless location at Liberty Square on Washington Road, in Evans. The Augusta chamber also is playing host to a ribbon cutting for OfficeMax at Mullins Crossing today.

Augusta Metro and Columbia County chamber of commerce leaders insist that such crossover is something positive for the business community and not a turf war.

"There's no rivalry whatsoever," Renshaw said.

His Augusta Metro chamber counterpart echoed those sentiments.

"No, I wouldn't characterize it that way," said Sue Parr, president and CEO of the Augusta Metro chamber.

"We want to make sure businesses have all the opportunities available to them and bring all of that to bear," she said.

Renshaw said his chamber is working on initiatives with "regional impact," but is not aggressively seeking members

Continued on Page 8

Chambers of commerce grow

Continued from Page 1

in neighboring counties.

"There is a gentleman's handshake agreement on our part that we are not soliciting chamber members directly within Richmond County," he said.

"At the same time we are having a significant amount of businesses that are joining the Columbia County Chamber and it's mostly attributed to both of them seeing a lot of value with our chamber."

Renshaw, contacted while out of the office Friday, did not have the Columbia County chamber's membership rolls available to him, but said his organization's Richmond County membership is "a growing and significant number."

Parr said her chamber has more than 1,200 members, 89 of whom are in Columbia County.

She said businesses join a chamber because membership provides visibility, opportunities to become involved with other members and networking contacts.

Chambers of Commerce are also the "voice for business" in a community and strive for an improved economic environment, business expansion and development, she said.

Parr said she thinks membership in multiple chambers is a "good business strategy," and that both chambers have "ambassadors," existing members who serve as liaisons to new members.

Renshaw said he encourages mutual chamber involvement for his Richmond County member businesses.

A SunCom area manager said his store is a member of both chambers, but Renshaw said that store has yet to join his organization.

On occasion, Renshaw said, some national chain stores in Columbia County join the Augusta chamber first, not realizing there is a chamber recognized for its growth in Columbia County. However, he said, such instances are rare and he is not concerned by it, as those businesses typically join the Columbia County chamber soon after.

"I don't feel like we're trying to get out of anyone's shadow," Renshaw said. "I think if anything our chamber has earned the reputation and spotlight that it has."

2008 Yellow Pages - Ad Sample for Charlotte, NC directory.

Jennifer Hammond manages all Yellow Pages planning and creative production.
This includes listings in all printed directories as well as online listings on YellowPages.com and SuperPages.com.

SunCom℠
WIRELESS

Who decided the yellow pages should be yellow?

When you don't have to worry about your wireless service, you have the freedom to think about other things.

The WorryLess List

- **UnPlan:** Unlimited Minutes. No surprises.
- **Unlimited:** Unlimited Calls, Text, Pics. Do More.
- **Anytime Minutes:** Simply the most for your money.
- **Anytime Phone Rewards:** Save on the phone you want. Anytime.
- **Instant Savings:** No rebates. No wait. No hassle.

suncom.com

877.Call Sun 877.225.5786

Charlotte

Carolina Pavilion
9535 B South Blvd
704 858-5010

Cotswold Village Shops
108 S Sharon Amity Rd
704 858-5050

Kings Court
901 Kings Dr, Suite 135
704 858-5060

The Village @ University Place Plaza
8821 JW Clay Blvd, Suite 5
704 858-5020

Whitehall Corners
8506 S Tryon St, Suite G
704 858-5070

Concord

Speedway Boulevard
7741 Gateway Lane NW, Suite 100
704 490-9300

Gastonia

Shops at Franklin Square
3916 E Franklin Blvd, Ste 100
704 858-5400

Hickory

Valley Hills Mall
1960 Highway 70 SE
828 781-7230

Shoppes on the Boulevard
2125 Catawba Valley Blvd SE
828 781-7200

Huntersville

Regency Village
16615 W Catawba Ave, Suite F
704 858-5080

Matthews

Idlewild Market
15080 Idlewild, Suite L
704 858-5040

Mooresville

Plantation Point
654 River Hwy, Suite A
704 858-5090

Rock Hill, SC

Manchester Village-Shoppes on the Fountain
1910 Cinema Dr, Suite 101
803 370-9100

ART ID #: 22602300000268
DIRECTORY NO: 053474
CLIENT NAME: SunCom Wireless
CMR/CLIENT NO: 226-0230
HEADING: Cellular Phones
STATE/DIRECTORY: NC GASTON COUNTY
SIZE: FP 49.6x61.6
NO: P134392

P 1 3 4 3 9 2

2007 Yellow Pages Media Plan proposed by Jennifer Hammond

In 2006 as planning for 2007 progressed, there was discussion of cutting back the media budget for Yellow Pages directories. With the rising popularity of the internet and online advertising, the mentality was that consumers no longer used the Yellow Pages directories to search for the SunCom Wireless retail locations. Jennifer Hammond was determined to find out whether this assumption was correct and if not, to disprove this assumption with research and data. With help from the Yellow Pages agency, DAC Group, Inc., Jennifer developed a call testing program to track calls from the Yellow Pages Directories directly to the SunCom Wireless Retail locations. The results were in and the test lines proved that a majority of the incoming calls were from the Yellow Pages test lines which resulted in increased spending in the remainder of 2007 and ultimately changed the thinking of those who thought that Yellow Pages were a thing of the past.

2007 Yellow Pages Media Plan

Jennifer Hammond
Advertising Project Manager

SunCom Confidential and Proprietary

2007 Yellow Pages Plan

- **DAC Group, Inc. has been the SunCom Yellow Pages Buyer since 2000.**
- **Value Proposition: Yellow Pages provide measurable and effective advertising because the consumer it reaches is ready to buy.**
- **Objectives**
  - Continue Current Call Testing Research
  - Implement other Yellow Pages Testing Programs
  - Drive customers to call, go on the website or visit a SunCom store
- **Strategies**
  - DAC developed tiered spending strategy by markets
  - Start an Exclusive Dealer Solicitation Program – Summer 2007
- **Positioning:**
  - Created more aggressive positioning against competitors, by meeting a certain spending level with BellSouth, the discount gained allowed DAC Group to dramatically increase the value of our program for free.
  - Best possible positioning in markets. Aimed for the best positioning behind Cingular.
- **Coverage:**
  - Cover all zip codes where we offer service.
  - Increased BellSouth coverage – Increased number of directories on the plan

dac group™
NEW YORK

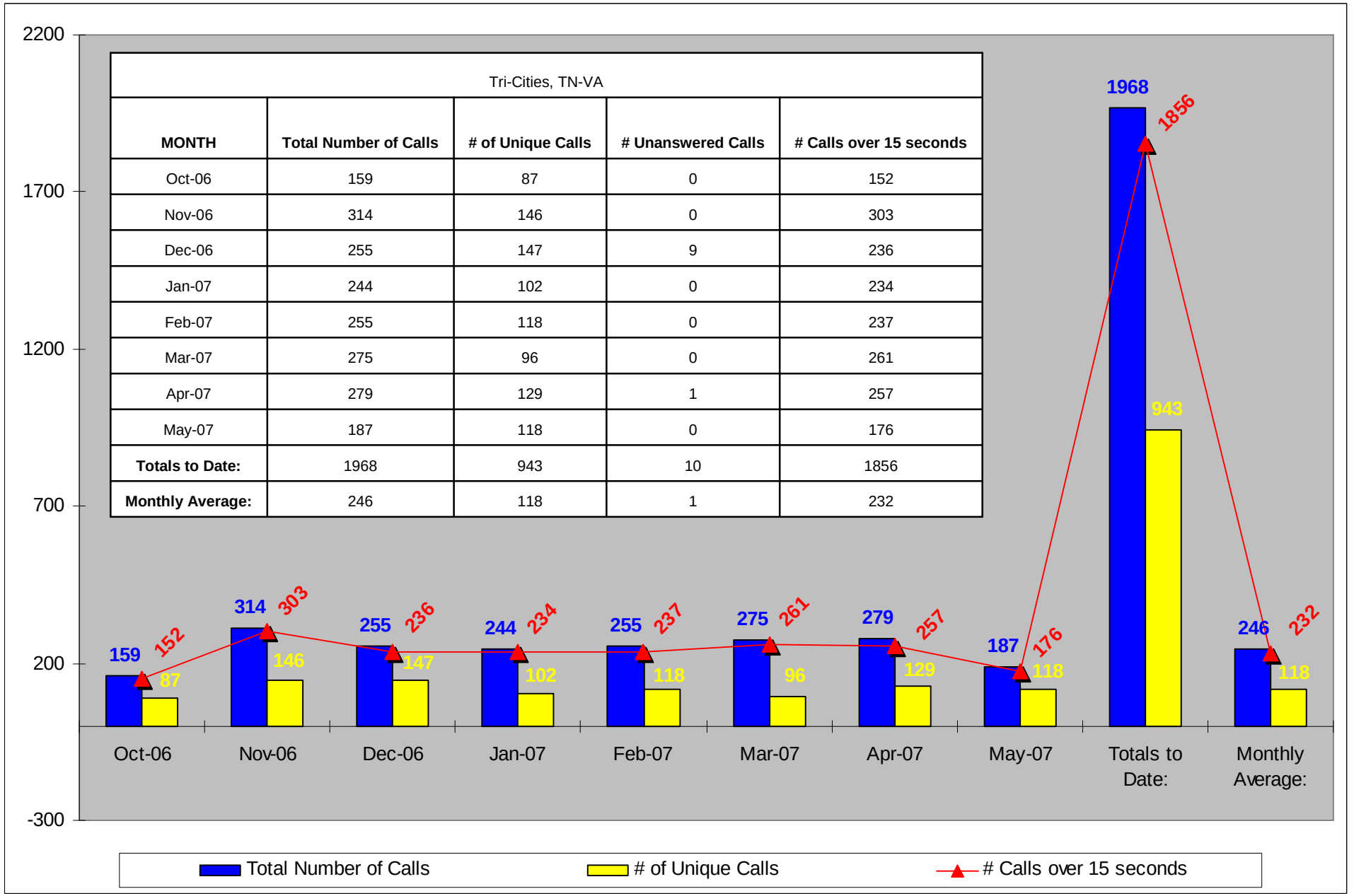
SunCom WIRELESS

SunCom Confidential and Proprietary

Tri-Cities YP Call Testing Results

Tri-Cities, TN-VA

MONTH	Total Number of Calls	# of Unique Calls	# Unanswered Calls	# Calls over 15 seconds
Oct-06	159	87	0	152
Nov-06	314	146	0	303
Dec-06	255	147	9	236
Jan-07	244	102	0	234
Feb-07	255	118	0	237
Mar-07	275	96	0	261
Apr-07	279	129	1	257
May-07	187	118	0	176
Totals to Date:	1968	943	10	1856
Monthly Average:	246	118	1	232



Summary from Call Testing

- **Interesting Results:**
  - **Tri-Cities** has the highest **average of 250 total calls per month** with only **one store** (out of three total) being tested. This directory is **distributed to 125,000** households and businesses.
  - **Greenville, SC** has the second highest **average with 310 total calls per month** with **six stores** (out of 9 total) being tested and **distribution to 352,000** households and businesses.
  - **Cabarrus County** (suburb of Charlotte, NC) is **averaging 141 total calls per month** with **three stores** (out of 12 total) being tested and **distribution to 137,000** households and businesses.

SunCom Confidential and Proprietary

SunCom WIRELESS

June 2008 - SunCom.com Hompage - 2 Months FREE on any UnPlan - Large Homepage Banner Creative
Jennifer Hammond is also the project manager for all online advertising promotions. She oversees the creative production as well as the quarterly media plans.

Home page

June 2008 - SunCom.com - 2 Months FREE on any UnPlan - Landing Page

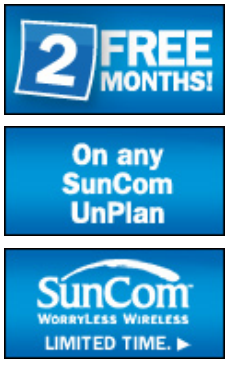
Landing page

June 2008 - SunCom.com - 2 Months FREE on any UnPlan - Display Banners for external Online Advertising.

120 x 600 Media

160 x 600 Media

125 x 125 Media



120 x 60 Media

728 x 90 Media

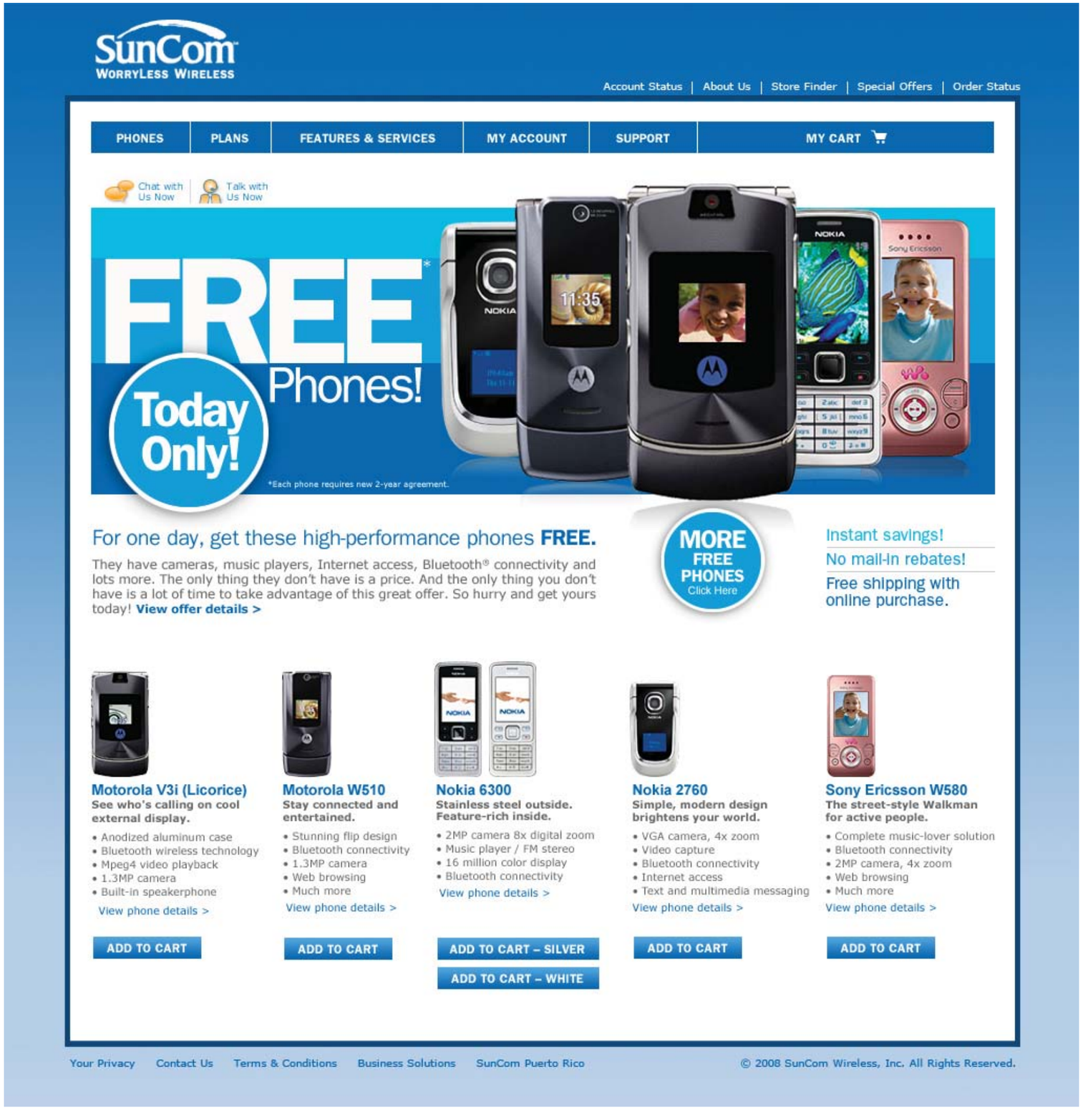
468 x 60 Media

BBO's

June 2008 - SunCom.com Hompage - July One Day Sale - Large Homepage Banner Creative

Home page

June 2008 - SunCom.com - July One Day Sale - Landing Page



Landing page

B:7.625 in
T:7.625 in
S:7.625 in

Business to Business Sponsorship Ad - 2007 NCTA (North Carolina Technology Association) Leadership Conference Program Ad -

As well as managinig the mass advertising projects, Jennifer Hammond also assisted the Business to Business (Sales), Field Marketing and Public Relations teams with any advertising production and media requests.

Isn't it funny how the fewer wires you have, the more connected you are?

Smart phones make smarter businesses. That's why as a proud sponsor of the NCTA 2007 Leadership Conference, SunCom has upgraded NCTA to the new BlackBerry® Pearl™.

SunCom℠
WORRYLESS WIRELESS

©2007 SunCom

888 387 5641

SunCom.com/b2b

S:10 in
T:10 in
B:10 in

1684-27105_NCTA2007Conference.in1 1

7/19/07 12:11:50 PM

			Scale	1 in =	1 in	**Last Saved By:**	Alexa Fuller
Job #:	1684-27105		**Trim Size:**	7.625 in x 10 in	7.625 in x 10 in	**Studio Artist:**	Alexa Fuller
Size:	1	**Version:** A	**Bleed Size:**	None	7.625 in x 10 in	**Art Director:**	Aaron Custer
Publications:	None		**Live Area:**	None	7.625 in x 10 in	**Print Production:**	None
			Built @	100% **Output @** 100%	**Color:** B&W		
					Pantone Colors:		

2007 "Best Of" Award Thank You Ad - SunCom Wireless was voted "2006 Best of the Beach" in Myrtle Beach, SC for best Cell Phone Company, Eight Years standing.

SunCom℠ WIRELESS

thank you

gracias

merci

danke

grazie

obrigado

dank u

arigato

It doesn't matter how we say it, we can't *thank you* enough.

For eight years straight you've voted us *Best of the Beach* and we promise to continue providing the same superior service you've come to expect from SunCom.
Service where the customer always comes first.

we get it.®

STORE LOCATIONS

MYRTLE BEACH
NEW! Sayebrook West
3072 Dick Pond Rd..... .....**843 602 8491**
Coastal Grand Crossing
358 Seaboard St..... .....**843 602 8650**
Coastal Grand Mall
2000 Coastal Grand Cir..... ...**843 602 8640**
Colonial Mall
10177 N. Kings Hwy..... **843 602 8630**

NORTH MYRTLE BEACH
Gator Hole Shopping Plaza
530 Hwy 17 N.....**843 602 8600**

CONWAY
Bay Village Shopping Center
2300 Church St. **843 602 8610**

FLORENCE
2391 David McLeod Blvd **843 229 7301**

GEORGETOWN
407 Church St.....**843 543 5090**

EXCLUSIVE AUTHORIZED RETAILERS

A1 WIRELESS
1947 10th Ave Myrtle Beach **843 626 3800**
7703 N. Kings Hwy Myrtle Beach **843 839 4000**
Coastal Grand Mall Myrtle Beach. **843 839 2800**
108 Hwy 17 North Myrtle Beach .. **843 249 4000**
2803 Church St Conway **843 369 3400**
Coastal Centre Conway.....**843 248 2255**
Inlet Square Mall Murrells Inlet.... **843 357 9799**
4390 Hwy 17 S., Bypass
Murrells Inlet. **843 357 9600**

ALL AMERICAN WIRELESS
3729 Renee Dr Myrtle Beach..**843 236 2700**

THE MOBILE SOLUTION
Coastal Grand Mall Myrtle Beach. **803 731 0202**

SOUTH STRAND WIRELESS
3942 Hwy 17 S., Bypass
Murrells Inlet **843 357 3299**

877 CALL SUN SUNCOM.COM

For Business Solutions Call 888-387-5641 And For Free Overnight Delivery Call 877-225-5786

SunCom WIRELESS

Q4-2006 Advertising Calendar

Description	Message/Creative	October 10/1-10/11	October 10/12-10/28	November 10/28-11/10	November 11/11-11/23	Holiday - Phase 11/24-12/8	Holiday Mix & Match BOGO - Phase 2 - 12/9-1/5
		October		November			December
		30	7 14 21	28	4 11 18 25		2 9 16 23 30
Television - Spot TV							
Jake Delhomme RAZR Promo	Handset: Motorola V3 Cosmic Blue RAZR Limited Edition featuring Jake Delhomme Exclusive: Engraved Signature on Phone Cover, 2 Exclusive Ringback Tones, 3 Ringtones and J.D. Screenshot, Collector's Number (1-2500) engraved, $129.99 (Ret. On Reg Razr $249.99)	10/1-10/11					
RAZR BOGO	2 for $99.99 w/ 9.99 Adders	10/1-10/11					
Jake SunCom Cares	Community Outreach message labeled Skills	10/1-10/11					
UnPlan $59.99	Gallagher		10/12-12/9				
UnPlan $59.99	SWAT			10/28-12/30			
Jeans with SE BOGO	Jeans TV w/Sony Ericsson Z520 BOGO $29.99, Sony Ericsson W300 BOGO $79.99, UnPlan Adders			10/28-11/23			
UnPlan $59.99	HAWK				11/11-12/30		
Holiday Fish with Nokia BOGO	Holiday Fish TV w/Nokia 6061 BOGO $19.99, Nokia 6103 BOGO $49.99, Nokia 6126 BOGO $99.99 Plus Adders					11/24-12/8	
SE & Nokia Promo	Harry Happy Holidays TV w/$39.99 Mix & Match BOGO, Motorola PEBL, Motorola RAZR, Sony Ericsson W300, Nokia 6126 Plus Adders						12/9-12/30
RADIO - Spot Radio & Non-Metro Radio							
SunCom GoodCall - Pay as you go service							
PRINT - Newspaper							
Jake Delhomme RAZR Promo	Handset: Motorola V3 Cosmic Blue RAZR Limited Edition featuring Jake Delhomme Exclusive: Engraved Signature on Phone Cover, 2 Exclusive Ringback Tones, 3 Ringtones and J.D. Screenshot, Collector's Number (1-2500) engraved, $129.99 (Ret. On Reg Razr $249.99)	10/1-10/11					
RAZR BOGO	2 for $99.99 w/ 9.99 Adders	10/1-10/27					
SE BOGO	Sony Ericsson Z520 BOGO $29.99, Sony Ericsson W300 BOGO $79.99, UnPlan Adders			10/28-12/30			
Shop at SunCom for the holidays	Un Plan, Adders, Nokia BOGO, W710, KRAZR, Sagem, PEBL and accessories					FSI	
Nokia BOGO	Nokia 6061 BOGO $19.99, Nokia 6103 BOGO $49.99, Nokia 6126 BOGO $99.99 Plus Adders					11/24-12/30	
SE & Nokia Promo	Harry Happy Holidays TV w/$39.99 Mix & Match BOGO, Motorola PEBL, Motorola RAZR, Sony Ericsson W300, Nokia 6126 Plus Adders						12/9-12/30
OUTDOOR							
Billboards							
Savannah, Florence, Columbia		Permanent Billboards					
VALUE ADDED							
Radio Remotes		Events and Remotes to support SunCom GoodCall Pay as you go service					
News/Traffic/Weather Sponsorships							