



THE BEAT

November 14, 2014 | Indirect

**LG G2 LAUNCH ON
BOOST MOBILE**

**INTERNATIONAL
CONNECT UPDATES**

**UPDATED PREPAID
HOTSHEET**

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- 4 International Connect Update
- 4 A New Journey in Rewards Awaits

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LG G2

Learning from you.



\$279.⁹⁹
(excludes taxes)



LAUNCHING NOV. 21!

SELL IT IN 60:

- » **Impressive Hardware** Built on a powerful foundation, G2 spares nothing in terms of efficiency, performance, and aesthetics.
- » **Intelligent Design** G2 was designed to fit perfectly in your hand. Its comfortable grip is complemented by an easy to use and functional design, giving you complete control and natural navigation.
- » **Innovative Experience** You're the inspiration for G2's advanced technology, and the more you connect with LG's unique suite of exciting and useful features, the more meaningful your experience will be.

FEATURES:

- » 5.2" IPS Full HD
- » 2.26 GHz Quad Core Processor
- » Android 4.4 Operating System
- » 13 MP Rear-Facing Camera
- » 2.1 MP Front-Facing Camera
- » CDMA/Enhanced LTE



FEATURE HIGHLIGHT: SLIDE ASIDE

- » Multi-tasking made easy. Use up to three different Apps at once!

INTERNATIONAL CONNECT UPDATE – SALES EXPIRED OFFERS

Many of our existing International Connect (IC) subscribers are migrating to the new Boost Mobile Data Boost Plans, however, during this process, customers may be dropping their International Connect bolt-on plan (\$5 grandfathered IC or \$15 grandfathered IC) as they have been sales expired within the system.

To ensure customers maintain the service they had been granted previously, the SPG Sales Portal and Boost My Account system have both un-grandfathered the \$5 International Connect plan and the \$15 International Connect plan. These previously grandfathered or sales expired plans will only be available to existing customers and not new activations. (Note: Users will see two “\$5 Intl Conn Can/ALL of Mex” bolt-on options in My Account. The user can choose either option as they have been modified to deliver the same service.)

To raise awareness, an SMS notification went out to our recent International Connect subscribers reminding them to re-add the IC bolt-on. The message below was sent to subscribers on Oct. 24.

- » **New IC Plans:** BSTFREEMSG: When you changed plans your International Connect dropped. Add it back Now! Info: <http://msg4u.us/XXXX> Data rates may apply Reply S to Stop (151)
- » **Grandfathered IC Plans:** BSTFREEMSG: When you changed plans your Inter'l Calling was mistakenly removed. Add it back Now! Info: <http://msg4u.us/XXXX> Data rates may apply Reply S to Stop (160)

Take caution when selecting International Connect bolt-ons for customers, as we also offer the \$5 and \$10 Playphone bolt-on and we want to ensure that customers are being signed up for the service they ask for. As always, given the opportunity, sign them up for both!

A NEW JOURNEY IN REWARDS AWAITS!

Get Ready for the NEW Sprint Rewards Me Program Coming January 2015!

Sprint Rewards Me is undergoing a significant platform upgrade – adding **more** to an already rewarding program.

Sprint Rewards Me is getting a **new look** that will give you a **new and improved experience**, and will offer you **more reward choices**. After all, it is your reward and, beginning in January, your choice.

What's Next?

Nothing changes for now. November will be the last month for handset SpiFFs in the current platform, so earn your full potential with our November promotions. Continue to sell and claim your rewards in the current system. And don't worry, all of your earnings will still be loaded to your existing Sprint Rewards Me Visa Debit card. You'll still find us at www.sprint.com/rewardsme.



TRAINING

BEST PRACTICE VIDEOS ARE NOW AVAILABLE IN STAR!

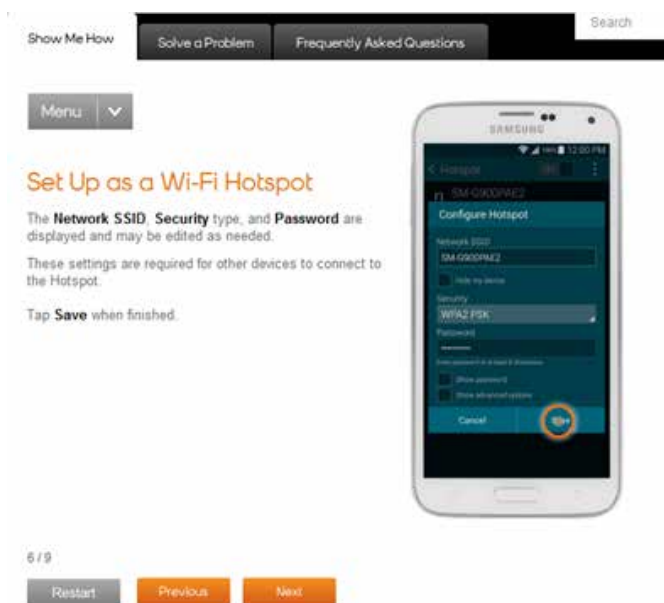
Dealers can now access the videos via STAR > My Curricula > Best Practice Videos.



DID YOU KNOW?

Did you know... There are interactive device tutorials on the Boost Mobile website? Everything from changing wallpaper to setting up a Mobile Hotspot. With so many different devices it's hard to remember the details – use this resource while assisting your customers and introduce it to them. <http://devicehelp.boostmobile.com/>.

Did you know... Boost Mobile is now offering a plan restart option? This is a great option for customers that have depleted or exceeded their monthly service allotments and don't want to wait until their next MRC payment date to restore them. For example, customers who have exceeded their plan's applicable 3G/4G high-speed data allotment and are throttled to 2G speeds for the remainder of their cycle will now be able to restore their high-speed data allotment for another month without having to wait until their plan cycle ends. In addition, if they have the \$10 International Connect Plus add-on, the 1,000 minute allotment to Mexico mobiles and Dominican Republic landlines, combined, will also be reset.



TRAINING (CONT'D)

New Trade and Save Training as of Oct. 31

SPG Dealer Sales Employee 2014 Training Roadmap						PBR			BSR/BMER/DR			BAR			
						R-Required; O-Optional; n/a-not applicable									
Course Name	Start	Due	Location	Delivery	Duration (min)	Principal	Sales Mgr	Store Rep	Principal	Sales Mgr	Store Rep	Principal	Sales Mgr	Store Rep	Notes
Customer Privacy for NonEmployees	2/17/14	3/31/14	CyberScholar STAR > My Courses	Web-based	30	R	R	R	R	R	R	R	R	R	
Kyocera Verve for Boost Mobile	4/28/14	Ongoing	"	"	10	O	O	O	O	O	O	O	O	O	
LG Volt	5/7/14	Ongoing	"	"	20	O	O	O	O	O	O	O	O	O	
Kyocera Contact for payLo	5/7/14	Ongoing	"	"	10	O	O	O	O	O	O	O	O	O	
Samsung Galaxy S5	5/7/14	Ongoing	"	"	10	O	O	O	O	O	O	O	O	O	
Kyocera Hydro Vibe for Virgin Mobile	5/7/14	Ongoing	"	"	10	O	O	O	O	O	O	O	O	O	
Trade and Save Program Trial	6/20/14	6/26/14	STAR	"	15	n/a	n/a	n/a		n/a	n/a	n/a	n/a	n/a	Trial program for select Dealer participants only
Kyocera Hydro Icon for Boost Mobile	6/18/14	Ongoing	STAR > My Courses	"	15	O	O	O	O	O	O	O	O	O	
Phone Insurance for Prepaid Customer 2015 Compliance Training	9/12/14	10/10/14	"	"	30	R	R	R	R	R	R	R	R	R	
Sharp AQUOS Crystal	9/30/14	Ongoing	"	"	30	O	O	O	O	O	O	O	O	O	
Boost Mobile iPhone6, iPhone 6 Plus & iOS8	10/10/14	Ongoing	"	"	30	O	O	O	O	O	O	O	O	O	
Trade and Save	10/31/2014	Ongoing	"	"	30	O	O	O	O	O	O	n/a	n/a	n/a	



NICE TO KNOW

SPG: Mark Your Calendar – Nov. 19 Indirect Prepaid Dealer Webinar

Join us Wednesday, Nov. 19 at 11 a.m. CT for our monthly review of Sprint Prepaid Group's latest launches and updates. Q&A will be taken online throughout the Webcast.

Call Details:

» **Date & Time:** Wednesday, Nov. 19, 11 – 12noon p.m. CT

» **Webinar Access:**

- You must [register](#) for the Webcast prior to call start time.
- Once registered, access the Webcast up to 30 minutes prior to the call.
- [Connection Test](#)
- For system requirements, visit the [FAQ](#)

Call Agenda:

- » Welcome
- » SPG Business Updates
- » Merchandising
- » Ad Builder
- » Training
- » Q&A

If for any reason you are unable to stream limited phone lines will be available for the audio portion only at (855) 616-3773; Passcode: 30322756.

BOOST: BOOST MOBILE EVERYDAY VALUE PRICING MENU W/ \$35 PLAN

The updated one pager can be found on the SPG Sales Portal > Library > Sell It In A Minute Brand Documents.


ETC...

OCT. 22 INDIRECT PREPAID DEALER WEBINAR - SPANISH TRANSLATION


The Spanish translation and call recording of the Oct. 22 Indirect Prepaid Dealer Webinar are now available on the SPG Sales Portal > Library > Dealer Webinar Presentations and Links.


BOOST MOBILE PHONES



HTC Desire 510	
Now Available	
	<p>What's Cool</p> <ul style="list-style-type: none"> » Speedy Operation System » 4G LTE » Great Value on jam packed smartphone <p>The Other Stuff</p> <ul style="list-style-type: none"> » Android 4.4 Kit Kat » 4.7" Touchscreen » 5 MP Camera w/ 1.3 MP Front Facing » 1.2 GHz Quad Core Processor
<p>MSRP \$99.99 (excludes taxes)</p>	

Kyocera Verve	
Now Available	
	<p>What's Cool</p> <ul style="list-style-type: none"> » Media transferring capabilities via USB » Easy to use interface » Great 2 MP camera <p>The Other Stuff</p> <ul style="list-style-type: none"> » 2.4 Slider QWERTY » 2 MP Camera w/ 2x Digital Zoom » 3G
<p>MSRP \$39.99 (excludes taxes)</p>	

Moto G	
Now Available	
	<p>What's Cool</p> <ul style="list-style-type: none"> » Great value » Big screen (4.5 inches) » Slick interface <p>The Other Stuff</p> <ul style="list-style-type: none"> » Android 4.3 Jelly Bean » 4.5" Touchscreen » 5 MP Camera w/ Flash Video » 1.2 GHz Quad Core 7 Processor » 3G
<p>MSRP \$79.99 (excludes taxes)</p>	

Kyocera Hydro Icon	
Now Available	
	<p>What's Cool</p> <ul style="list-style-type: none"> » Sturdy » Waterproof » Value priced <p>The Other Stuff</p> <ul style="list-style-type: none"> » Android 4.1 Jelly Bean » 4.5" Impact Resistant Touchscreen » 8 MP Camera w/ 2x Zoom w/ 2 MP Front Facing » 1.2 GHz Quad Core Processor » 3G/4G LTE/Sprint Enhanced LTE
<p>MSRP \$149.99 (excludes taxes)</p>	

LG Realm	
Now Available	
	<p>What's Cool</p> <ul style="list-style-type: none"> » Tough Gorilla Glass » Front 5 MP and rear facing cameras » Hot spot capability <p>The Other Stuff</p> <ul style="list-style-type: none"> » Android 4.4 Kit Kat » 4.5" Touchscreen » 5 MP Camera w/ LED Flash » 1.2 GHz Dual Core Processor » 3G
<p>MSRP \$79.99 (excludes taxes)</p>	

ZTE Warp Sync	
Now Available	
	<p>What's Cool</p> <ul style="list-style-type: none"> » Large, clear display » Powerful 1.2 Ghz processor » High resolution camera (8 MP) <p>The Other Stuff</p> <ul style="list-style-type: none"> » Android 4.4 Kit Kat » 5.0" Touchscreen » 8 MP Camera + Flash w/ 1.6 MP Front Facing » 1.2 GHz Quad Core Processor » 3G/4G LTE/Sprint Enhanced LTE
<p>MSRP \$179.99 (excludes taxes)</p>	

	Volume Drivers
	Sales Opportunity

BOOST MOBILE PHONES



Device	SRP	Features
Kyocera Coast	\$29.99	» 2.4" Display Screen » 2 MP Camera » 3G
Alcatel One Touch Fling	\$29.99	» 2.4" Screen Display » 2 MP Camera w/ Video Capture » 3G
Kyocera Durashock	\$59.99	» 1.2" x 1.61" Display Screen » 3G
Kyocera Hydro	\$59.99	» Android 4.0 Ice Cream Sandwich » 3.5" Touchscreen » 3.2 MP Camera w/ Video » 3G
Kyocera Hydro Edge	\$79.99	» Android 4.1 Jelly Bean » 4.0" Touchscreen » 5 MP Camera + 720p HD Video (2x zoom) » 3G
LG Tribute	\$79.99	» Android 4.4 Kit Kat » 4.5" Touchscreen » 5 MP Camera w/ 0.3 MP Front Facing » 1.2 GHz Quad Core » 3G/4G LTE/Sprint Enhanced LTE
ZTE Warp 4G	\$99.99	» Android 4.1 Jelly Bean » 4.5" Touchscreen » 8 MP Camera w/ 1 MP Front Facing » 1.2 GHz Dual Core » 3G / 4G LTE
LG Optimus F3	\$129.99	» Android 4.1.2 Jelly Bean » 4.0" Touchscreen » 5 MP Camera w/ 0.3 MP Front Facing » 1.0 GHz Dual Core » 3G / 4G LTE
Sharp Aquos Crystal	\$149.99	» Android 4.4 Kit Kat » 5.0" Touchscreen » 8 MP Camera + Flash w/ 1.2 MP Front Facing » 1.2 GHz Quad Core » 3G/4G LTE/Sprint Enhanced LTE
LG Volt	\$179.99	» Android 4.4 Kit Kat » 4.7" Touchscreen » 8 MP Camera w/ 1.3 MP Front Facing » 1.2 GHz Quad Core » 3G/4G LTE/Sprint Enhanced LTE

Device	SRP	Features
iPhone 4S (blk/wht)	\$199.99	» 8GB » 3.5" Retina Display » 8 MP with LED flash + Video 1080p w/ VGA Front Facing » Dual Core A5 Chip » 3G
Boost MAX	\$249.99	» Android 4.1 Jelly Bean » 5.7" HD Touchscreen » 8MP Camera w/ Flash » 1.2 GHz Dual Core » 3G / 4G LTE
Samsung Galaxy S III	\$249.99	» Android 4.1 Jelly Bean » 4.8" HD Touchscreen » 8 MP Camera w/ Flash » 1.5 GHz Dual Core » 3G / 4G LTE / Sprint Enhanced LTE
iPhone 5c - White/Pink/Yellow/Blue/Green	\$299.99	» 8 GB » 4" Retina Display » 8 MP iSight Camera w/ panorama + 1.2 MP / 720 HD Video » A6 Chip » 3G / 4G LTE
iPhone 5s - Gold/Silver/Space Gray	\$449.99	» 16 GB » 4" Retina Display » 8 MP iSight Camera w/ panorama + 1.2 MP / 720 HD Video » A7 Chip » 3G / 4G LTE
iPhone 6 - Gold/Silver/Space Gray	\$549.99	» 16 GB » 4.7" Retina Display » 8 MP Camera w/ 1.2 MP / 720 HD Video » A8 Chip » 3G / 4G LTE / Sprint Enhanced LTE » iOS8
Samsung Galaxy S5	\$599.99	» Android 4.4 Kit Kat » 5.1" HD Touchscreen » 16 MP w/ Faster Focus + 2.1 MP Front Facing » 2.5 GHz Quad Core » 3G / 4G LTE / Sprint Enhanced LTE
iPhone 6 Plus - Gold/Silver/Space Gray (16GB)	\$649.99	» 16 GB » 5.5" Retina Display » 8 MP Camera w/ 1.2 MP / 720 HD Video » A8 Chip » 3G / 4G LTE / Sprint Enhanced LTE

Coverage not available everywhere. Nationwide Sprint Network for voice reaches over 282 million people. Nationwide Sprint 3G Network for data reaches more than 282 million people. Sprint 4G LTE network reaches over 260 million people on select devices.


*Additional Service Required. Device pricing excludes taxes and fees.

VIRGIN MOBILE PHONES



LG Volt	
Now Available	
	<p>What's Cool</p> <ul style="list-style-type: none"> » LTE Capable » Great battery life » Superb resolution for a small price <p>The Other Stuff</p> <ul style="list-style-type: none"> » Android 4.4 Kit Kat » 4.7" Touchscreen » 8 MP Camera w/ 1.3 MP Front Facing » 1.2 GHz Quad Core Processor
<p>MSRP \$179.99 (excludes taxes)</p>	

Kyocera Event	
Now Available	
	<p>What's Cool</p> <ul style="list-style-type: none"> » Great call quality for small price » Excellent 3.2MP camera <p>The Other Stuff</p> <ul style="list-style-type: none"> » Android 4.0 Ice Cream Sandwich » 3.5" Touchscreen » 3.2 MP Camera w/ Video » 3G
<p>MSRP \$49.99 (excludes taxes)</p>	

HTC Desire 816	
Now Available	
	<p>What's Cool</p> <ul style="list-style-type: none"> » High quality LCD » Great sound; front facing speakers <p>The Other Stuff</p> <ul style="list-style-type: none"> » Android 4.4 Kit Kat » 5.5" S-LCD Touchscreen » 13 MP Camera w/ 5MP Front Facing » 1.6 GHz Dual Processor » 3G/4G LTE/Sprint Enhanced LTE
<p>MSRP \$299.99 (excludes taxes)</p>	

Kyocera Hydro Vibe	
Now Available	
	<p>What's Cool</p> <ul style="list-style-type: none"> » Waterproof » Affordable <p>The Other Stuff</p> <ul style="list-style-type: none"> » Android 4.2.2 Jelly Bean » 4.5" Tempered Glass Touchscreen » 8 MP Camera w/ 2 MP Front Facing » 1.2 GHz Dual Processor » 3G/4G LTE/Sprint Enhanced LTE
<p>MSRP \$149.99 (excludes taxes)</p>	

	Volume Drivers
	Sales Opportunity

VIRGIN MOBILE PHONES



Device	SRP	Features
Alcatel One Touch Speakeasy	\$19.99	<ul style="list-style-type: none"> » 2.4" Screen Display » 2 MP Camera w/ Video Capture » 3G
Kyocera Rise	\$79.99	<ul style="list-style-type: none"> » Android 4.0 Ice Cream Sandwich » 3.5" Touchscreen » 3.2 MP Camera w/ Flash + Video » 3G
Virgin Mobile Awe	\$79.99	<ul style="list-style-type: none"> » Android 4.1 Jelly Bean » 4.0" Touchscreen » 5 MP Camera w/ 720p video recording + 1.0 MP Front Facing » 3G
LG Tribute	\$79.99	<ul style="list-style-type: none"> » Android 4.4 Kit Kat » 4.5" Touchscreen » 5 MP Camera » 1.2 GHz Quad Core » 3G/4G LTE/Sprint Enhanced LTE
Virgin Mobile Reef	\$99.99	<ul style="list-style-type: none"> » Android 4.1 Jelly Bean » 4.0" Touchscreen » 5 MP with Flash w/ 1080p Video Recording + 1.0 MP Front Facing » 3G
HTC Desire 510	\$99.99	<ul style="list-style-type: none"> » Android 4.4 Kit Kat » 4.7" Touchscreen » 5 MP Camera w/ 1.3 MP Front Facing » 1.2 GHz Quad Core » 3G/4G LTE/Sprint Enhanced LTE

Device	SRP	Features
LG Optimus F3	\$129.99	<ul style="list-style-type: none"> » Android 4.1.2 Jelly Bean » 4.0" Touchscreen » 5 MP Camera w/ 0.3 MP Front Facing » 1.0 GHz Dual Core » 3G / 4G LTE
Samsung Galaxy S III	\$249.99	<ul style="list-style-type: none"> » Android 4.1 Jelly Bean » 4.8" HD Touchscreen » 8 MP Camera w/ Flash » 1.5 GHz Dual Core » 3G / 4G LTE / Sprint Enhanced LTE
iPhone 4S (blk/wht)	\$249.99	<ul style="list-style-type: none"> » 8GB » 3.5" Retina Display » 8 MP with LED flash + Video 1080p w/ VGA Front Facing » Dual Core A5 Chip » 3G
iPhone 5c - White/Pink/Yellow/Blue/Green	\$349.99	<ul style="list-style-type: none"> » 16 GB » 4" Retina Display » 8 MP iSight Camera w/ panorama + 1.2 MP / 720 HD Video » A6 Chip » 3G / 4G LTE
iPhone 5s - Gold/Silver/Space Gray	\$449.99	<ul style="list-style-type: none"> » 16 GB » 4" Retina Display » 8 MP iSight Camera w/ panorama + 1.2 MP / 720 HD Video » A7 Chip » 3G / 4G LTE
Samsung Galaxy S 5	\$599.99	<ul style="list-style-type: none"> » Android 4.4 Kit Kat » 5.1" HD Touchscreen » 16 MP w/ Faster Focus + 2.1 MP Front Facing » 2.5 GHz Quad Core » 3G / 4G LTE / Sprint Enhanced LTE

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*Additional Service Required. Device pricing excludes taxes and fees.

BROADBAND2GO DEVICES



OVERDRIVE PRO™ 3G/4G MOBILE HOTSPOT \$119.99

Connects up to 5 Wi-Fi Enabled Devices
LCD Display



U600 3G/4G USB STICK \$49.99

Easy Installation on Windows & MAC®



NETGEAR MINGLE MOBILE HOTSPOT \$99.99

Dual-Mode 3G/4G LTE
Connect up to 10 Wireless Devices

PAYLO BY VIRGIN MOBILE PHONES



SAMSUNG ENTRO \$14.99

External Color Display
Web Access



KYOCERA BRIO™ \$29.99

QWERTY Keypad
1.3 MP Camera w/Digital Zoom
Bluetooth®
Email & Web Access



KYOCERA KONA \$14.99

2.0 MP Camera
Dual Screens
Bluetooth® (2.1 + EDR)
Text & Picture Messaging



SAMSUNG MONTAGE \$39.99

Slideout QWERTY Keypad
2.0 MP Camera & Camcorder
Bluetooth®

LG ASPIRE \$49.99

3.2" Capacitive Touchscreen
2MP Camera
Bluetooth® (2.1 + EDR)



KYOCERA CONTACT \$29.99

2.4" Display
Slide-out QWERTY Keyboard
2MP Camera - 2x Digital Zoom

Check out virginmobileusa.com for a detailed map to check coverage in your area.

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PREPAID HOTSHEET (PAGE 1 OF 5)

Boost Mobile Data Plans Promotion - Extended thru Jan. 5, 2015

- » Available at all Boost Mobile Locations
- » Promotion is available for New and Existing Customers.
- » Promotion is available on any device, however, the Boost BlackBerry 8330 device is not compatible with this offer.
- » Customers can switch to any of the Data Boost Plans during the promotional period regardless of what plan or phone they currently have.
- » After Jan. 5, Data Boost Plan customers will be grandfathered onto the plan last selected.

Boost Mobile \$100 Port-in Promotion Extended thru Nov. 30

Eligible New Subscriber Activations must be port-ins from any non-Sprint carrier to Boost Mobile. Page Plus port-ins are eligible. \$35 minimum replenishment required on new eligible activation. This promotion is combinable with the Boost Mobile \$30 LG Optimus F3 Promotion on an Eligible New Subscriber Activation only which would make the LG Optimus F3 FREE to the customer.

Boost Mobile \$30 Off LG Optimus F3 Promo Extended thru Nov. 30

- » \$30 off Boost LG Optimus F3 on all Eligible New Subscriber Activations.
- » This promotion is combinable with the \$100 Port-in Promotion on an Eligible New Subscriber Activation only which would make the LG Optimus F3 FREE to the customer.

Phone Insurance Program - Additional Information

Recently it has come to our attention that there have been some concerns within the Dealer community regarding our Phone Insurance program claims process. Below are some clarifications.

- » **Police Reports, Notary Affidavits:** eSecuritel will no longer request a Police Report at this time. In addition, eSecuritel has removed the need to provide a notarized claim affidavit. If the customer is required to submit an affidavit for further review, they will submit a non-notarized affidavit, along with one of six forms of identification.
- » **ID Verification, SSN:** The Sprint Fraud Management Team partnered with our Phone Insurance provider eSecuritel to develop tools to mitigate fraud ID Verification and Claim affidavits are consistent and common within the Insurance industry and across Sprint's vendors. During the ID verification process, a customer has the option to provide the last 4 digits of their SSN to attempt a second search prior to submitting a claim affidavit. Only about 5% of claims submitted have to go through the claim affidavit process, which is consistent with other vendors.

NEW! \$50 Kyocera Hydro Icon SPIFF Nov. 10 - Dec. 5

- » \$50 on Kyocera Hydro Icon for new GA's only. Promotion is combinable with \$100 PIC and available to BR's and AR's in all markets, including HI.
- » Ad Builder Support: 8.5" x 11" Flyer (Color, B/W with and without coupon box); 8.5" x 5.5" Flyer (Color, B/W with and without coupon box)

DEVICES

Boost LG Tribute - SRP \$79.99

Key Features:

- » 3G/4G LTE
- » 5 MP Camera
- » Android 4.4.2 KitKat OS
- » 4.5" Display
- » **NOTE: Launched in white unbranded boxes. Packaging will be updated late November. New device warranty applies. These are NOT refurbished devices.**

Boost Alcatel One Touch Fling Device - SRP \$29.99 (excludes taxes)

payLo Alcatel One Touch Retro Device - SRP \$19.99 (excludes taxes)

Key Features:

- » 2MP camera with Video recording
- » 2.4" Display screen with external display
- » Stylish Flip design
- » Large Button Keyboard
- » Built-In Music player (requires SD card)

Boost Mobile HTC Desire 510 - SRP \$99.99

Key Features:

- » Dual-Mode 3G/4G LTE
- » 4.7" Super-LCD Touchscreen Display
- » 5MP Rear-Facing Camera (1.2MP Front-Facing)
- » AndroidTM 4.4 Kit Kat

Virgin and Boost Mobile Dealer hotline hours are 6 a.m. - 11 p.m. CT, 7 days a week

- » Virgin: 1-844-242-2339
- » Boost: 888-BOOST-4U (888-266-7848) (Press 88 when the menu plays)

Referral Bonus Offer: Mobile Wallet Rewards - Oct. 1 - Dec. 31

- » For a limited time, customers can earn a reward of \$30 on a Boost Mobile Wallet Visa[®] Prepaid card for up to four referrals, or \$25 in service credits.
- » Customers can choose either service credit or Mobile Wallet Rewards from Oct. 1-Dec. 31 With the Mobile Wallet account customers will be able to do more with the reward such as pay bills, send money etc. or purchase in-store.

PREPAID HOTSHEET (PAGE 2 OF 5)

SPG Devices by Brand			Current SRP	Out the Door	Mix
Device		SKU			
Boost Mobile					
3G/Feature					
Alcatel Fling Open to ARs	Feature	AL2017BABB	\$29.99	\$65.00	NA
Kyo Coast EOL	Feature	KYS2151ABB	\$29.99	\$65.00	5%
Samsung Array	Feature	SS390ABB	\$49.99	\$85.00	0%
Kyo Verve	Feature	KYS3150ABB	\$39.99	\$75.00	1%
Kyo DuraShock	Feature	KYE4210ABB	\$59.99	\$95.00	1%
3G/Android					
LG Realm	Android	LGLS620ABB	\$79.99	\$115.00	12%
Kyo Hydro	Android	KYC5170ABB	\$59.99	\$95.00	4%
Moto G	Android	MOT1031ABB	\$79.99	\$115.00	7%
4G LTE/Android					
LG Tribute Open to ARs	Android/ Enhanced LTE	LGLS660ABB	\$79.99	\$115.00	17%
ZTE Warp 4G LTE EOL	Android	ZTE9510ABB	\$99.99	\$135.00	2%
HTC Desire 510	Android/ Enhanced LTE	HTCOPCV1ABB	\$99.99	\$135.00	16%
LG Optimus F3 Near EOL	Android	LG720ABB	\$129.99	\$135.00	5%
Kyocera Hydro Icon	Android/ Enhanced LTE	KYC6730ABB	\$149.99	\$135.00	2%
Sharp Aquos Crystal BR ONLY	Android/ Enhanced LTE	SH306SHBBB	\$149.99	\$185.00	8%
LG Volt	Android/ Enhanced LTE	LGLS740ABB	\$179.99	\$215.00	1%
ZTE Warp Sync	Android/ Enhanced LTE	ZTE9515ABB	\$179.99	\$215.00	2%
Boost MAX	Android	ZTE9520ABB	\$249.99	\$285.00	2%
Samsung Galaxy S III Tri-M	Android/ Enhanced LTE	SPHL710TABB	\$249.99	\$285.00	4%
LG G2 Open to ARs	Android/ Enhanced LTE	LGLS980ABB	\$279.99	\$315.00	NA
iPhone 5c 16GB EOL	iPhone		\$349.99	\$385.00	1%
iPhone 5s 16GB	iPhone		\$449.99	\$485.00	1%
iPhone 6 16GB	iPhone/ Enhanced LTE		\$549.99	\$585.00	1%
Samsung Galaxy S 5	Android/ Enhanced LTE	SPHG900BBB	\$599.99	\$635.00	1%
iPhone 6 Plus 16GB	iPhone/ Enhanced LTE		\$649.99	\$685.00	0%

PREPAID HOTSHEET (PAGE 3 OF 5)

SPG Devices by Brand			Current SRP	Out the Door	Device Mix
Device		SKU			
Virgin Mobile					
3G/Android					
Kyo Event	Android	KYC5133AVB	\$49.99	\$85.00	29%
Kyo Rise	Android	VMC515KYKIT503	\$79.99	\$115.00	7%
Awe	Android	ZTEN800AVB	\$79.99	\$115.00	10%
Reef	Android	ZTEN810AVB	\$99.99	\$135.00	6%
Samsung Galaxy Ring	Android	SPHM840BVB	\$149.99	\$185.00	3%
3G/4G WiMax/Android					
HTC Desire	Android	HTC315CAVB	\$279.99	\$315.00	2%
4G LTE/Android					
Optimus F3	Android	LG720AVB	\$129.99	\$165.00	6%
Kyocera Hydro Vibe	Android	KYC6725AVB	\$149.99	\$185.00	5%
LG Volt	Android/ Enhanced LTE	LGLS740AVB	\$179.99	\$215.00	8%
Samsung Galaxy S III	Android/ Enhanced LTE	SPHL710AVB	\$249.99	\$285.00	4%
HTC Desire 816	Android	HTC710CAVB	\$299.99	\$335.00	4%
iPhone 5c 16GB	iPhone		\$349.99	\$385.00	1%
iPhone 5s 16GB	iPhone		\$449.99	\$485.00	1%
Samsung Galaxy S 5	Android/ Enhanced LTE	SPHG900BVB	\$599.99	\$635.00	1%
Broadband2Go					
3G/4G WiMax					
Netgear Mingle	Hotspot	NTGR778AVB	\$99.99	\$104.99	77%
Franklin U600	Stick	VMU600FRKIT400	\$49.99	\$54.99	3%
Sierra Overdrive Pro	Hotspot	VM802SWKIT430	\$119.99	\$124.99	3%
payLo 3G					
Samsung Entro	Feature	VPM270SMKIT791	\$14.99	\$34.99	62%
Kyo Kona	Feature	KYS2151APB	\$14.99	\$34.99	29%
Alcatel Retro	Feature	AL2017BBPB	\$19.99	\$39.99	2%
Kyo Brio	Feature	KYS3015APB	\$29.99	\$49.99	2%
Kyo Contact	Feature	KYS2151APB	\$29.99	\$49.99	1%
Samsung Montage	Feature	VPM390SMKIT794	\$39.99	\$59.99	1%
LG Aspire	Feature	LGLN280APB	\$49.99	\$69.99	1%

PREPAID HOTSHEET (PAGE 4 OF 5)

BOOST MOBILE PRODUCT WARRANTY INFORMATION

Q: Where can I find warranty information?

A: Visit http://support.boostmobile.com/service_policies/warranty_policy.html for general warranty information. Detailed warranty information can be found in your phone's user guide. If you have misplaced your phone's user guide, a copy can be downloaded at www.boostmobile.com/userguides.

Q: My phone is not listed above, how long is the warranty period for my phone?

A: To determine the warranty period of a handset not listed please visit www.boostmobile.com/userguides.

Q: When does my warranty period begin and end?

A: Warranty periods vary by phone model. Most come with a 12 month warranty from the date of purchase. Proof of purchase is required.

Q: What is covered under the manufacturer's warranty?

A: A manufacturer warranty protects your phone against manufacturer's defects. The following conditions are an example of what may NOT be covered by your warranty*:

- Units that show evidence of tampering
- Physical damage (cracks, scratches, etc.) to the surface of the product resulting from misuse
- Exposure to fire, water or excessive moisture or dampness or extreme heat, liquid or physical damage
- Products which have been improperly installed, repaired, maintained or modified

*This information is general and should be used for reference only. Refer to the actual product warranty for specific details.

Q: How do I file a warranty claim?

A: **Motorola** – If you have a Motorola phone and need in-warranty phone support, please call 1-800-331-6456. (1-800-453-0920 for iDEN phone support) and say “my phone needs to be repaired” when prompted. You can also visit <http://servicemyphone.motorola.com>.

RIM – If you have a BlackBerry® smartphone from Boost Mobile and need in-warranty phone support, please visit <http://www.boostmobile.com/support/services-policies/warranty/#bbwarranty> or call Boost® Customer Care at 1-888-266-7848.

Samsung – If you have a Samsung phone and need in-warranty phone support, please call 1-888-987-4357 or visit <http://www.samsung.com/us/support/>

LG – If you have an LG phone and need in-warranty phone support, please call 1-800-793-8896 or email <http://us.lgservice.com> or 201 James Record Road, Huntsville, AL 35824.

HTC – If you have an HTC phone and need in-warranty phone support, please call 1-866-449-8358 or visit www.htc.com/us/support.

ZTE – If you have a ZTE phone and need in-warranty phone support, please call 1-877-817-1759 or 1-212-444-0502.

KYOCERA / SANYO - If you have a Kyocera phone and need in-warranty phone support, please call 1-800-349-4478 or visit <http://www.kyocera-wireless.com/warranty/>.

PREPAID HOTSHEET (PAGE 5 OF 5)

\$25 Warranty Service Fee - Nov. 9 Implementation

Effective Nov. 9, a \$25 Warranty Service Fee will apply to Virgin Mobile & Sprint Prepaid warranty exchanges. The Service Fee does not apply to Boost Mobile, payLo by Virgin Mobile or Assurance Wireless.

High-tier smartphones have grown in the prepaid base, and it is necessary to implement a nominal fee to off-set the increasing costs of the warranty replacements.

» Our new \$25 fee will be in-line with our competitor's fees, which range from \$15-\$50 for warranty replacements. The \$25 fee is also a significant savings over purchasing a replacement device

- **Low-Tier Smartphones** have an average MSRP of approximately \$90
- **High-Tier Smartphones** have an average MSRP of approximately \$235

Customer Care will continue to process the exchange & charge the service fee, which is payable via account balance, debit/credit card or PayPal.

For customers enrolled in Virgin Mobile Phone Insurance or Sprint Prepaid Phone Insurance, the \$25 warranty fee will be waived once per a rolling 12-month period.

- » The fee waiver enhances the value of Phone Insurance, which already covers physical damage and lost/stolen devices for only \$7 a month.
- » Customers can avoid the service exchange fee in most instances, by contacting and exchanging their device with the manufacturer directly.

With the launch of the \$25 Warranty Service Fee, the following is a reminder of our warranty support for each of our prepaid brands:

- » **Virgin Mobile/Sprint Prepaid/Assurance Wireless** – For Day 1 - Day 365, customers with a warranty issue contact Customer Care and will be shipped a replacement device.
 - The replacement device may be refurbished. All refurbished devices are covered for the remainder of the original 1-year warranty or for 90 days, whichever is longer.
 - Customer Care does not process iPhone warranty exchanges. iPhone customer should be redirected to Apple for warranty support.

Please Note: The \$25 Service Fee does not apply to payLo by Virgin Mobile & Assurance Wireless Customers. Boost Mobile customers must contact the device OEM for warranty support.

MERCHANDISING UPDATES

INDIRECT

- » **Boost Mobile:** NBA Game Time Countertop Display was delivered on Nov. 11

- » **Boost Mobile:** LG Tribute holiday themed window clings were delivered on Nov. 11.

- » Effective Nov. 10, as your doors have depleted their Virgin Mobile inventory and are ready to convert to Boost Mobile, please mark "Need" in the VM Transition Status field in the merchandising section of IPOP, to enable the Merchandising team to ship the needed transition kits.
- » Conversion Kit Update: In our ongoing efforts to transition away from the legacy fixtures, we are no longer going to send a Conversion Kit for the legacy fixtures. Dealers can disassemble and throw out the Virgin Legacy fixture when they have depleted their Virgin inventory.

- » **SPG** Monthly Merch Contest - The Heist is on! Keep submitting your entries. If you haven't yet below are your job details and Mission Brief. The winners will earn a prize pack of exclusive gear, worth up to \$150.
 - First contest runs from Oct. 31-Nov. 21.
 - Each "job" will have two winners and they will be announced on Nov. 7 in The Beat.
 - Get all the contest details in your [Mission Brief](#).



AD BUILDER

- » **New \$50 Off Kyocera Hydro Icon Creative and Other Ad Builder Updates**
- » New Ad Builder Creative Available Now:
 - Flyer 8.5" x 11" (Color, B&W, With/without coupon box) – Kyocera Hydro Icon
 - Flyer 8.5" x 5.5" (Color, B&W, With/without coupon box) – Kyocera Hydro Icon
 - Flyer 8.5" x 5.5" (Color, B&W, With/without coupon box) – LG Optimus F3
 - Flyer 8.5" x 11" - Menu Pricing

