

Sprint *Brand Communication Summary*

Advertising
Updated 10/9

TV
Print
Digital Marketing
Radio
FSI
Outdoor

Retail Communications
Updated 9/04

Business Creative
Consumer Creative
Sprint Studio Creative
Sprint Store Core Redesign
Any Mobile, Anytime™
NFL
Palm® Pre™ Creative
Video Tutorials
2009 Retail Competitive Audit

Direct Marketing
Updated 8/14

CDMA Creative Overview
IDEN Creative Overview
Any Mobile, Anytime™ DM Overview
Palm® Pre™ Creative

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Advertising
Updated 10/9

Retail Communications
Updated 9/04

Direct Marketing
Updated 8/14

Digital Marketing - click image for details

N New this week!

Business

Consumer

Hispanic

Sports and Entertainment



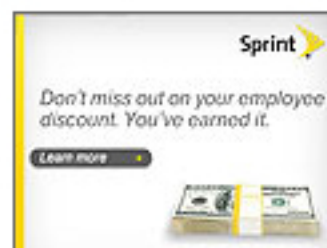
N Finance
10/7
adb_091009_01



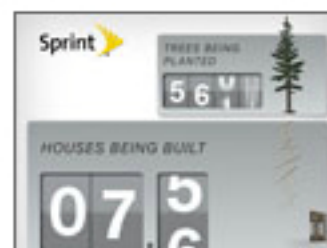
Rocket
8/18
adb_090925_01



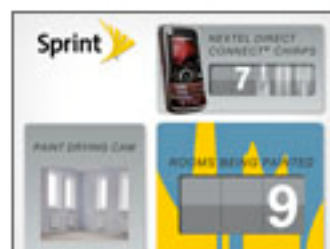
Balloons
8/18
adb_090925_02



Vending Machine
9/1
adb_090904_03



Trees
8/16
adb_090828_01



Paint
7/31
adb_090828_02



Rocket fuel for your laptop
8/16
adb_090814_01



Builder
7/15
adb_090731_03



Federal Government
4/13
adb_090731_01



Local Government
4/13
adb_090731_02

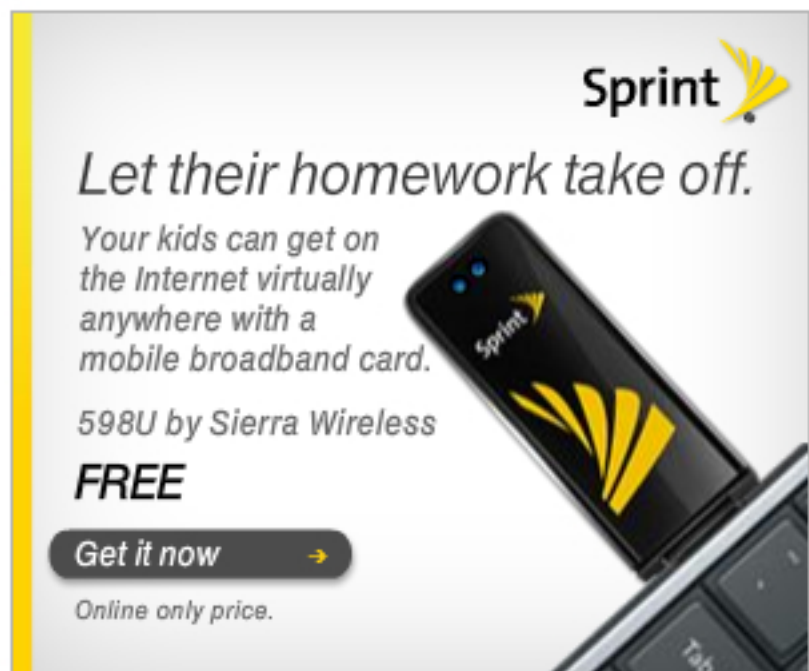
Spr

Close

Rocket

Advert
Updated

Digital



Sprint

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The mood of Wall Street

Spurge at:

RATING: A+

5555

PEOPLE CHECKING ON SPRINT PHONE

109

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