



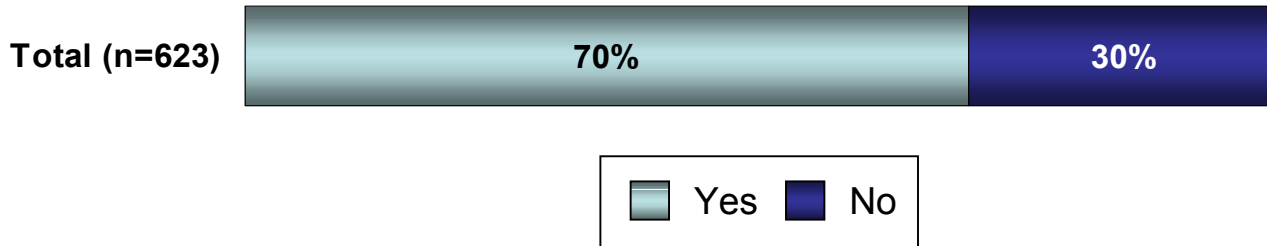
November 25, 2003

Press Release

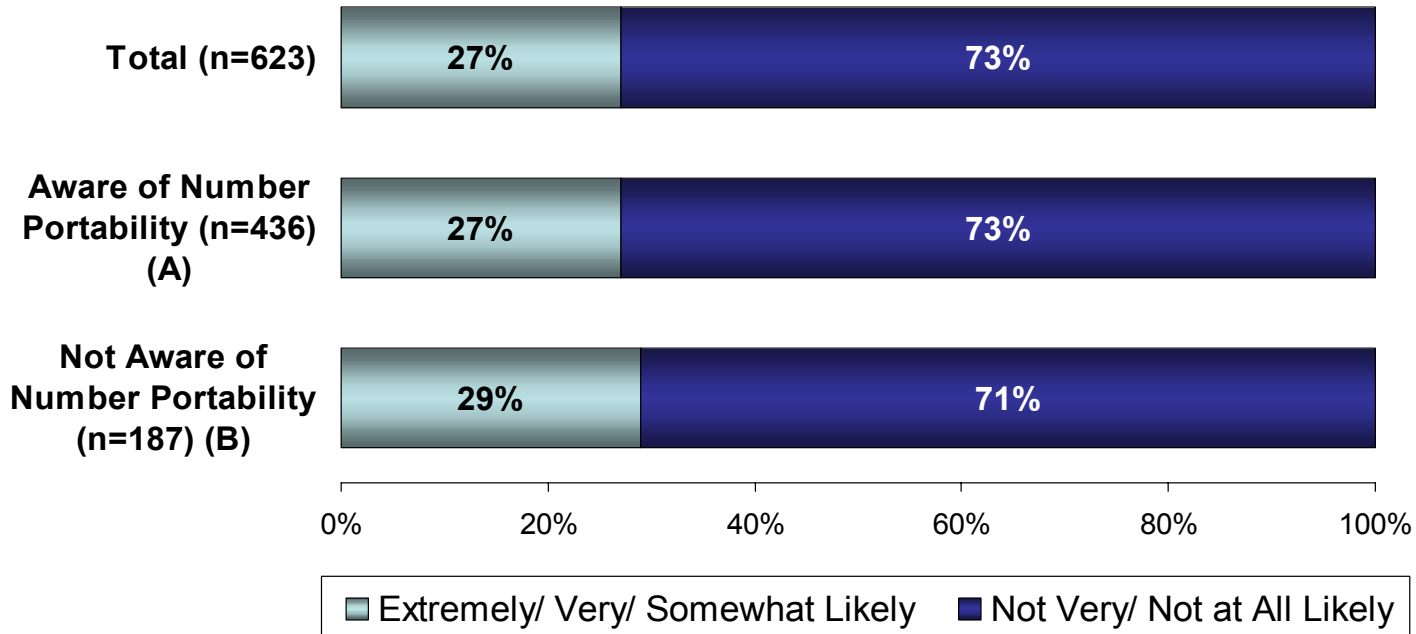


Awareness and Likelihood to Switch Wireless Providers in the Next Year

Awareness of Number Portability



Likelihood to Switch Providers in the Next Year

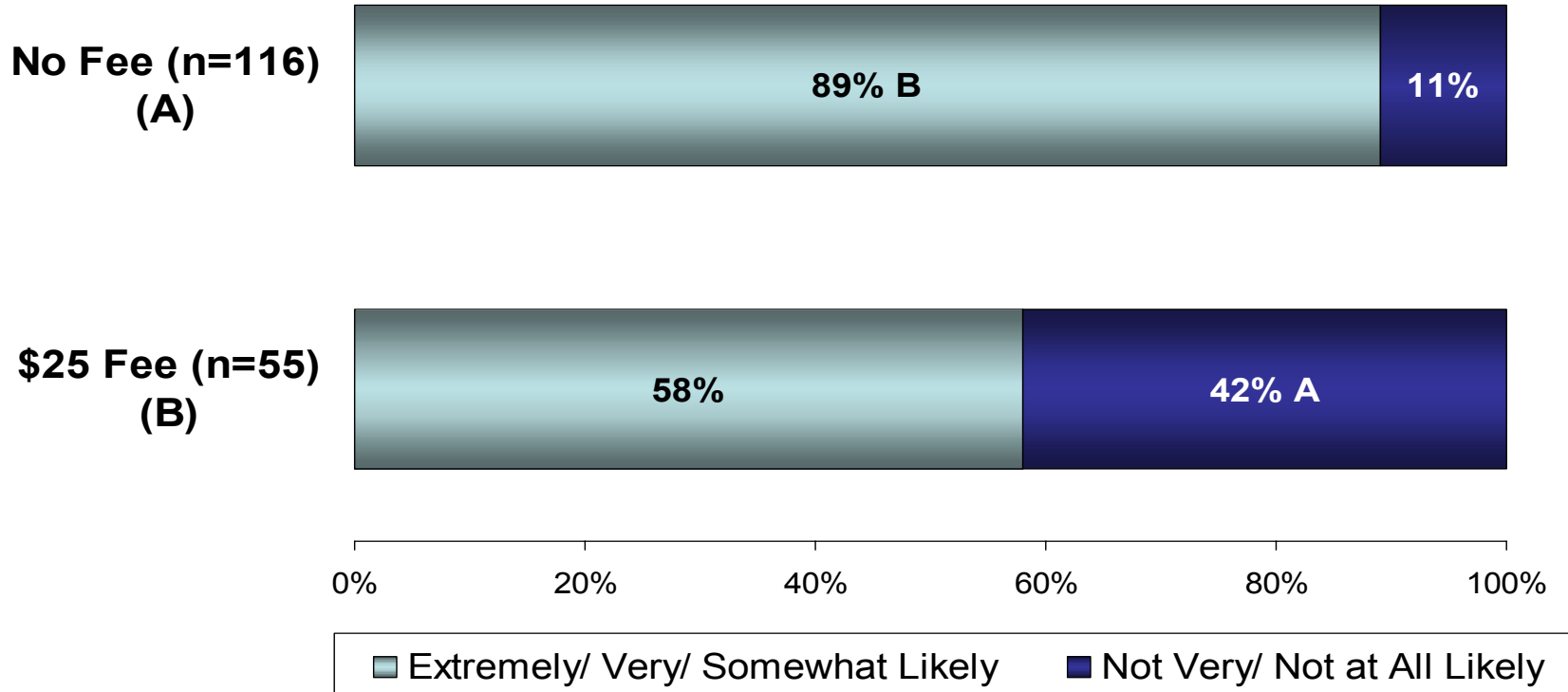


Letter indicates a significant difference at the 95% confidence interval

Base: Wireless Customers



Likelihood to Keep Wireless Number if \$25 Fee vs. No Fee



Base: Wireless customers who are 'somewhat', 'very', or 'extremely' likely to switch wireless providers in next year

Letter indicates a significant difference at the 95% confidence interval

Test conducted as rotated monadic price test (first position reads shown)