

RUTLEDGE, ECENIA & PURNELL

PROFESSIONAL ASSOCIATION
ATTORNEYS AND COUNSELORS AT LAW

MICHAEL J. BARRY
STEPHEN A. ECENIA
RICHARD M. ELLIS
DIANA FERGUSON
MARTIN P. McDONNELL
J. STEPHEN MENTON
R. DAVID PRESCOTT

POST OFFICE BOX 551, 32302-0551
119 SOUTH MONROE STREET, SUITE 202
TALLAHASSEE, FLORIDA 32301-1841

TELEPHONE (850) 681-6788
TELECOPIER (850) 681-6515

HAROLD F. X. PURNELL
MARSHA E. RULE
GARY R. RUTLEDGE
MAGGIE M. SCHULTZ
GABRIEL F.V. WARREN
GOVERNMENTAL CONSULTANTS
RYAN J. ANDERSON

September 21, 2012

REDACTED

By Hand Delivery

Ms. Ann Cole
Commission Clerk and Administrative Services
Florida Public Service Commission
2540 Shumard Oak Boulevard
Tallahassee, Florida 323399-0850

Re: Florida Wireless Lifeline Data Request 2012

Dear Ms. Cole:

Pursuant to Rule 25-22.006(5), Florida Administrative Code, Virgin Mobile USA, L.P. ("Virgin Mobile") hereby files its response to Staff's Wireless Lifeline Data Request 2011. Enclosed for filing are the following:

1. Confidential Attachment A: a sealed envelope marked "CONFIDENTIAL," containing confidential portions of Virgin Mobile's response, and confidential Schedule thereto; and
2. Public Attachment B: Virgin Mobile's redacted response to Staff's data request, including a redacted version of Schedule 1, as required by Rule 25-22.006(5), Florida Administrative Code.

Pursuant to §364.183(1), Florida Statutes, Virgin Mobile claims that the contents of Attachment A are confidential and proprietary business information of Virgin Mobile that should be kept confidential and exempt from public disclosure.

Thank you for your assistance in this matter. Please date stamp the enclosed additional copy of this letter as "filed" and return the same to my office. Please do not hesitate to contact me or in-house counsel for Sprint and Virgin Mobile Susan Berlin if you have any questions at (404) 649-8983, email susan.berlin@sprint.com.

COM
AFD
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claim of confidentiality
 notice of intent
 request for confidentiality
 filed by OPC

For DN 06370-12, which is in locked storage. You must be authorized to view this DN.-CLK

COMMISSION
CLERK

12 SEP 21 PM 2: 10

RECEIVED-FPSC

DOCUMENT NUMBER-DATE

06369 SEP 21 12

FPSC-COMMISSION CLERK

RUTLEDGE, ECENIA & PURNELL

September 21, 2012

Page 2 of 2

Sincerely yours,



Marsha E. Rule

Enclosures

cc: (without Attachment A)
Beth Salak

September 21, 2012

Virgin Mobile, USA, L.P.

**PUBLIC
ATTACHMENT B**

REDACTED

DOCUMENT NUMBER-DATE

06369 SEP 21 02

FPSC-COMMISSION CLERK

FLORIDA CLEC AND WIRELESS LINK-UP AND LIFELINE DATA REQUEST 2012

Virgin Mobile USA, L.P.

1. The number of residential access lines in service each month.

RESPONSE: As a wireless-only provider, Virgin Mobile does not have any “residential access lines.”

2. The number of customers participating in Lifeline each month. Note: Do not include customers receiving Lifeline through the Transitional Lifeline provision or resold access lines.

RESPONSE: Please see Schedule 1.


3. The number of customers participating in Link-Up each month. Note: Do not include customers receiving Link-Up through resold access lines.

RESPONSE: Please see Schedule 1. Virgin Mobile USA does not charge its Lifeline customers an activation fee, therefore, it does not participate in Link-Up.

4. The number of customers denied Lifeline services. Identify the reason(s) customers were denied Lifeline (i.e. customer currently receiving Lifeline, inability to verify participation in a qualifying program, past due balance, other reasons not listed).

RESPONSE: Please see Schedule 1. Also below is a breakdown of the reasons customers were denied Lifeline service.

Description	Total

- 
5. The number of Lifeline customers added each month. Note: Do not include customers receiving Lifeline through the Transitional Lifeline provision or resold access lines.

RESPONSE: Please see Schedule 1.

6. The number of Link-Up customers added each month. Note: Do not include customers receiving Link-Up through resold access lines.

RESPONSE: Please see Schedule 1. Virgin Mobile USA does not charge its Lifeline customers an activation fee, therefore, it does not participate in Link-Up.

7. The number of customers removed from Lifeline each month. Note: Do not include Lifeline customers removed from resold access lines. Customers moved from Transitional Lifeline should not be included. Customers removed from Lifeline and moved to Transitional Lifeline should be included.

RESPONSE: Please see Schedule 1.

8. The number of customers participating in Transitional Lifeline each month.

RESPONSE: Please see Schedule 1.

9. The number of customers participating in Lifeline under the Tribal Lands provision each month.

RESPONSE: Please see Schedule 1.

10. The number of access lines with Lifeline resold to other carriers each month. Identify each carrier separately by name or certificate number.

RESPONSE: No Lifeline service was provided through resale agreements.

11. Description of your company's procedures for enrolling customers in the Link-Up and Lifeline programs (if same as 2011 response, just note "Same as 2011"). Include the following in your response:

- a. Procedures used to process applications received from the Office of Public Counsel.

RESPONSE: Virgin Mobile does not receive applications directly from the Office of Public Counsel. Virgin Mobile has a process in place to submit applications to the Office of Public Counsel ("OPC") for verification of customer qualification for Lifeline on the basis of income.

- b. Procedures used to process applications received directly from customers.

RESPONSE: The applicant returns the completed application to the address on the application. The application and any required documentation provided by the customers are scanned. An electronic platform compares the information supplied by the applicant with state-specific program information and a preliminary eligibility decision is recommended. A reviewer then manually reviews and evaluates the application for completeness and compares the eligibility requirements to the application and supporting documentation and renders an approval or denial decision. If an applicant seeks to qualify on the basis of income, Virgin Mobile provides a tool to the OPC that allows OPC to view the scanned image of the application and all supporting documentation. OPC reviews the application and makes a determination based on the income documentation received. The decision made by the OPC is captured electronically and saved to the applicant's electronic record. Once an eligibility determination is made, a confirmation letter is then sent to the applicant with an eligibility decision. If the applicant is approved for participation in the program, an approval letter is sent. Simultaneously, a handset is shipped to the customer's address. If the applicant does not meet the eligibility requirements or the information is insufficient to render a decision, a denial letter will identify the reason for denial. Where information is insufficient to make an eligibility determination, a letter will request additional information.

- c. Procedures used to process applications received through the PSC on-line process.

RESPONSE: Virgin Mobile accesses the PSC website and downloads a text file that has state-approved applicants. Applicant information includes First and Last name, Address, City, Zip code, (occasionally SSN and DOB), Telephone Number and Eligible Program. Labels are created for each record and placed onto a Virgin Mobile/ Assurance Wireless Lifeline application. These documents are then scanned and imported into the application review queue and approved with the information provided. This process is performed several times a week.

- d. Procedures used to process applications received through the DCF automatic enrollment process.

RESPONSE: To date, no applications have been received through the DCF automatic enrollment process for Virgin Mobile. Virgin Mobile is in the process of gaining access to DCF's Client Verification Web System.

- e. The amount of time required to process applications. Include time period between receipt of customer application and the billing date of the first bill providing the credit.

RESPONSE: The vast majority of applications are reviewed within 4 days of receipt. Eligibility determination letters are mailed the next business day after a determination is reached. For approved customers, a handset is shipped simultaneous with the approval letter for delivery within 3-5 days. Once the customer activates that handset, the first month discount is applied in the form of 250 free voice minutes.

- f. What company procedures have changed due to the FCC Lifeline Reform?

RESPONSE: Virgin Mobile has made the following changes to the enrollment process in order to comply with the FCC Lifeline Reform Order:

- The Assurance Wireless application form has been revised to comply with the amended rules, including providing certain disclosures to the applicant, requiring documentation of eligibility in all states where eligibility cannot be determined through reliance on a database, requiring new application certifications (including those that must be separately acknowledged), including the federal baseline eligibility requirements, and requiring date of birth and last four digits of the applicant's Social Security Number, and providing for indication of a temporary address;
- Virgin Mobile is in the process of negotiating or has entered into agreements with state agencies that maintain databases that are accessible for the purpose of verifying Lifeline eligibility;
- Procedures have been implemented to document the data source relied upon to verify eligibility;
- Procedures have been implemented to permit enrollment of and track applicants at temporary addresses and addresses that house more than one "household" as defined by the amended rules; and

- Marketing materials have been revised to include FCC-mandated disclosures in advance of the effective date of the provisions governing those disclosures.

g. Are there any other additional company procedure changes planned due to the FCC Lifeline Reform requirements?

RESPONSE: At this time, Virgin Mobile has not planned additional changes to its enrollment procedures. Virgin Mobile will continue to monitor developments in Lifeline program requirements and comply with any changes or revisions to the rules concerning enrollment procedures in a timely manner.

12. Description of your company's procedures for performing continued verification of customer eligibility after initial certification (if same as 2011 response, just note "Same as 2011"). Include the following in your response:

a. Time period between initial certification and verification.

RESPONSE: The entire Virgin Mobile Lifeline customer base is subject to verification annually at the time of each customer's service anniversary in accordance with the amended Lifeline rules. See 47 C.F.R. § 54.410(f). Customer eligibility is verified within one year following the initial certification.

b. Any statistical sampling method(s) used to verify customer eligibility.

RESPONSE: In accordance with the Lifeline Reform Order and amended Lifeline rules, Virgin Mobile no longer engages in statistical sample to verify customer eligibility.

c. Frequency of periodic verification.

RESPONSE: The entire Virgin Mobile Lifeline customer base is subject to verification annually at the time of each customer's service anniversary date.

d. What company procedures have changed due to the FCC Lifeline Reform?

RESPONSE: Since the inception of its Lifeline service in December 2010, Virgin Mobile has annually verified the ongoing eligibility of each of its customers on an annual basis. Virgin Mobile will continue to annually verify the eligibility of each customer and has discontinued annual verification of a statistically significant sample of customers in accordance with the amended Lifeline rules. For 2012, Virgin Mobile has implemented a process to verify the ongoing eligibility of its entire Lifeline customer base as of June 2012, as required by the Lifeline Reform Order.

e. Are there any other additional company procedure changes planned due to the FCC Lifeline Reform requirements?

RESPONSE: At this time, Virgin Mobile has not planned additional changes to its annual verification procedures. Virgin Mobile will continue to monitor developments in Lifeline program requirements and comply with any changes or revisions to the rules concerning annual verification procedures in a timely manner.

13. Description of your company's procedures for promoting Link-Up and Lifeline (if same as 2011 response, just note "Same as 2011"). Include the following in your response:

a. Internal procedures for promoting Link-Up and Lifeline.

RESPONSE: Same as 2011 ("Virgin Mobile has over one hundred toll-free numbers as contact points for Lifeline inquiries with the ability to be transferred for Spanish language information. Specialized call center advisors have information regarding Lifeline service available.")

b. Outreach and educational efforts involving participation in community events.

RESPONSE: Same as 2011 ("From time to time, Virgin Mobile promotes its Assurance Wireless-branded Lifeline service at community events that are targeted to potential Lifeline eligible customers.") Below is a list of prior year events:

Event	Date
[Redacted content]	

c. Outreach and educational efforts involving mass media (newspaper, radio, television).


RESPONSE: Same as 2011 (“Virgin Mobile advertises its Lifeline services using media of general distribution throughout its service area. The Company advertises the availability of its Lifeline services through newspapers, television, radio, the Internet, and direct and shared mail. These advertising campaigns have been highly effective in reaching low-income customers and promoting the availability of cost-effective wireless services to Lifeline eligible customers.”)

d. Copies of Link-up and Lifeline outreach materials of your company.

RESPONSE: Please see Attachment 2 for copies of direct mailing letters, print advertising and brochure flyers.

e. Organizations you are currently partnering with, have partnered with, and organizations you plan to partner with to educate and inform customers about Link-Up and Lifeline.

RESPONSE: See list below for partner organizations.

Organization Name	City	State
		

f. What company procedures have changed due to the FCC Lifeline Reform?

RESPONSE: In accordance with the amended Lifeline rules, Virgin Mobile has begun to implement FCC-mandated disclosures in its marketing and promotional materials in advance of the effective date of the relevant provision. *See* 47 C.F.R. § 54.405.

In addition, Virgin Mobile is educating customers, prospective customers, and social service agencies on Lifeline certification rules, the documentation requirement, the temporary address rules and the rules for households in a multiple household addresses.

- g. Are there any other additional company procedure changes planned due to the FCC Lifeline Reform requirements?

RESPONSE: At this time, Virgin Mobile has not planned additional changes to its procedures for promoting Lifeline. Virgin Mobile will continue to monitor developments in Lifeline program requirements and comply with any changes or revisions to the rules concerning promotion of Lifeline in a timely manner.

14. Description of procedures associated with enrollment of Link-Up and Lifeline customers by resellers of telecommunications services through resale agreements. Include the following in your response:
- a. Billing procedures associated with the pass through of the credit, including the amount of the pass through for each reseller.
 - b. Certification and verification procedures and requirements.
 - c. Any other terms and conditions applicable to resellers offering Link-Up and Lifeline that are not imposed on resellers who do not offer Link-Up and Lifeline.
 - d. What company procedures have changed due to the FCC Lifeline Reform?
 - g. Are there any other additional company procedure changes planned due to the FCC Lifeline Reform requirements?

RESPONSE: Virgin Mobile has no resellers and therefore has no such procedures.

15. Please describe the training you provide to your customer service representatives regarding Link-Up and Lifeline and provide the script used by your company's representatives.

RESPONSE: Virgin Mobile's Lifeline branded service, Assurance Wireless, has dedicated customer care representatives. These representatives receive training on the complete Assurance Wireless customer experience. Virgin Mobile does not offer Link Up.

16. Please provide any link on your Web site that provides Lifeline information.

RESPONSE: www.assurancewireless.com

17. Does your company provide Lifeline services using resale Lifeline/Link-Up lines obtained from an underlying carrier? If so, identify the underlying carrier and the number of resale Lifeline lines obtained each month.

RESPONSE: As a wholly-owned subsidiary of Sprint, Virgin Mobile has beneficial use of the Sprint wireless network and, thus, provides services using its own facilities. All Virgin Mobile Lifeline customers are provided services through this network.

18. Does your company receive reimbursement for Toll-Limitation Services (TLS)? If so from whom? List a breakdown of incremental costs claimed for providing TLS.

RESPONSE: No.

2012 Florida Lifeline Data Request
Virgin Mobile USA, L.P.

REDACTED

SCHEDULE 1

	2. # of customers participating in Lifeline each month	3. # of customers participating in Link-Up each month ¹	4. # of customers denied Lifeline service	5. # of Lifeline customers added each month	6. # of Link-Up customers added each month ¹	7. # of Lifeline customers removed from Lifeline each month	8. # of customers participating in Transitional Lifeline each month	9. # of customers participating in Lifeline under Tribal Lands provision each month
Jul-2011		N/A			N/A			
Aug-2011		N/A			N/A			
Sep-2011		N/A			N/A			
Oct-2011		N/A			N/A			
Nov-2011		N/A			N/A			
Dec-2011		N/A			N/A			
Jan-2012		N/A			N/A			
Feb-2012		N/A			N/A			
Mar-2012		N/A			N/A			
Apr-2012		N/A			N/A			
May-2012		N/A			N/A			
Jun-2012		N/A			N/A			

¹ Virgin Mobile USA does not charge its Lifeline customers an activation fee, therefore, it does not participate in Link-Up.

Attachment 2

DIRECT MAIL LETTER



assurance
wireless

A worry-free way to stay connected.

Apply for a **FREE** Cell Phone and Assurance Wireless Service.

<OEL> <WALKSEQ>
<NAME1>
<ADDR1> <ADDR2>
<CITY> <ST> <ZIP9>

<SNAP>



Dear <NAME1>,

Assurance Wireless is a great way to stay in touch. Now we're giving you even more ways to connect with **new talk and text plans**.

Choose the plan that fits your needs:

- **NEW!** Get 250 **FREE** Minutes and 250 **FREE** Texts each month. More ways to connect.
- **NEW!** Need more? Get **Unlimited** Talk, Text, & Web for just \$30/month.
- Or choose one of our other low-cost talk & text plans at assurancewireless.com.
- All plans include a guarantee of 250 **FREE** Minutes and 250 **FREE** Texts each month for as long as you qualify and remain eligible.

How do you qualify?

As a Florida resident, you may qualify for Assurance Wireless* based on your household income or if you participate in certain public assistance programs, such as the following:

- Medicaid
- Supplemental Nutrition Assistance Program (SNAP)
- Supplemental Security Income (SSI)
- Temporary Cash Assistance (TCA/TANF)
- Federal Public Housing Assistance (Section 8)
- Low-Income Home Energy Assistance Program (LIHEAP)

Apply today. It's easy!

Just fill out the enclosed application and return it in the envelope provided. If you have any questions, call 1-888-898-4888 with Source Code <PCODE> or visit assurancewireless.com. After you've applied, you can check your application status by calling 1-888-898-4888 with your Application ID <APPID>.

Thank you,
Assurance Wireless

P.S. We've enclosed a second Assurance Wireless application for a friend, family member or neighbor who lives at a different address in Florida and may also qualify for Lifeline Assistance.

Here's what you can get:

- A **FREE** Assurance Wireless phone
- 250 **FREE** Voice Minutes
- **NEW!** 250 **FREE** Texts
- Nationwide Sprint® Network coverage
- Voicemail Account, Call Waiting, Caller ID, 911 Access
- Keep your current home or cell phone number when you switch to Assurance Wireless
- Guarantee of 250 **FREE** Minutes and 250 **FREE** Texts as long as you qualify

Assurance Wireless is the best value in calling plans among major Lifeline providers.*

*Based on published price plans as of Month XX, 2012 of major Lifeline carriers with more than 1 million subscribers who provide service in more than 20 states. Available to residents of Florida and other states. Offer limited to eligible customers (varies by state) residing in selected geographic areas and is non-transferable. To see if Assurance Wireless is offered in your city or town, please visit assurancewireless.com or call 1-888-898-4888. Free Assurance Wireless phones are dependent on availability and models shipped could vary. Assurance Wireless is brought to you by Virgin Mobile USA and is a Lifeline Assistance program supported by the federal Universal Service Fund program. One Lifeline Assistance phone line per household. Additional Voice Minutes and Text Messages are 10¢ each. Domestic text prices are to send and receive. Int'l services are extra. Minimum Top-Up of \$10 may be required. Account may expire 150 days after you receive notice of ineligibility for Assurance Wireless service and account balance may be forfeited. State and local sales taxes and fees may apply when adding funds to your account. See Terms of Service for details. Virgin Mobile USA network services are provided on the Nationwide Sprint® Network. Nationwide coverage area reaches more than 280 million people. Coverage not available everywhere. Visit virginmobileusa.com for a detailed map and to check coverage in your area. Assurance Wireless is subject to the Terms of Service found on assurancewireless.com



<FORM> <PSEQ> <CELL> FLC6 AW



assurance
wireless

Una manera de mantenerse conectado sin preocupaciones.

Aplique por un **Teléfono Celular Gratis** y **Servicio de Assurance Wireless**.

Estimado(a) <NAME1>.

Assurance Wireless es una excelente manera de mantenerse en contacto. Ahora le estamos dando aun más formas de mantenerse conectado con los **nuevos planes de llamadas y textos**.

Elija un plan NUEVO justo para sus necesidades:

- ¡Nuevo! Obtenga 250 Minutos **GRATIS** y 250 Textos **GRATIS** cada mes. Más formas de conectarse.
- ¡Nuevo! ¿Necesita más? Obtenga Llamadas, Textos, e Internet **Sin Límite** por sólo \$30 al mes.
- O elija uno de nuestros planes de llamadas y textos de bajo costo en assurancewireless.com.
- Todos los planes incluyen 250 Minutos **GRATIS** y 250 Textos **GRATIS** garantizados cada mes mientras califique y siga siendo elegible.

¿Cómo puede calificar?

Como un residente de Florida, usted puede calificar para Assurance Wireless* basado en los ingresos de su hogar o si participa en ciertos programas de asistencia pública, tal como uno de los siguientes:

- Medicaid
- Cupones para Alimentos/SNAP
- Seguridad de Ingreso Suplementario (SSI)
- Asistencia Temporal para Familias Necesitadas (TANF)
- Asistencia de Vivienda Pública Federal (Sección 8)
- Asistencia de Energía para Hogares de Bajos Ingresos (LIHEAP)

Aplique hoy. ¡Es fácil!

Simplemente complete la solicitud incluida y regrésela en el sobre provisto. Si tiene alguna pregunta favor de llamar al 1-888-898-4888 con el Código <PCODE> o visite assurancewireless.com. Después de aplicar, puede ver el estatus de su aplicación llamando al 1-888-898-488 con la Identificación de su Aplicación <APPID>.

Gracias,
Assurance Wireless

P.D. Hemos incluido una segunda aplicación de Assurance Wireless para un amigo, miembro de la familia o vecino que vive en una dirección diferente en Florida y quien tal vez califica para Assurance Wireless.

Recibe lo siguiente:

- Un telefono celular Assurance Wireless **GRATIS**
- 250 Minutos de Voz **GRATIS**
- ¡Nuevo! 250 Textos **GRATIS**
- Cobertura en la Red Nacional de Sprint®
- Cuenta de Correo de Voz, Llamadas en Espera, e Identificador de Llamadas, Acceso al 911
- Mantenga su número residencial o número celular al cambiarse a Assurance Wireless
- 250 Minutos **GRATIS** y 250 Textos **GRATIS** garantizados mientras continúe calificando

Assurance Wireless tiene el mejor valor en planes de llamadas entre los principales proveedores Lifeline.*

*Basado en los precios de planes publicados el XX de XX, 2012 de los principales proveedores de Lifeline con más de 1 millón de clientes que proveen servicio en más de 20 estados. Disponible para residentes de Florida u otros estados. Oferta limitada para clientes elegibles (varía por estado) residiendo en áreas geográficas selectas y no es transferible. Para ver si Assurance Wireless se ofrece en su ciudad o pueblo, favor de visitar assurancewireless.com o llame al 1-888-898-4888. Los teléfonos gratuitos de Assurance Wireless dependen de los que estén disponibles; modelos enviados pueden variar. Assurance Wireless es presentado por Virgin Mobi e USA y es un programa de LifelineAssistance apoyado por el Fondo de Servicio Universal federal. Una línea telefónica de LifelineAssistance por hogar. Minutos de Voz y mensajes detexto adicionales son 10¢ cada uno. Los precios de los textos domésticos son para enviar y recibir. Servicios int'l son extra. Puede requerir un Top-Up mínimo de \$10. La cuenta puede expirar 150 días después que reciba un aviso de no ser elegible para el servicio de Assurance Wireless y el saldo de la cuenta puede ser perdido. Impuestos estatales y locales pueden aplicar al agregar dinero a su cuenta. Consulte los Términos de Servicio para más detalles. Los servicios de la red de Virgin Mobile USA son proveídos en la Red Nacional De Sprint®. El área de cobertura nacional alcanza a más de 280 millones de personas. Cobertura no está disponible en todas áreas. Visite virginmobileusa.com para un mapa detallado y verificar la cobertura en su área. Assurance Wireless es sujeto a los Términos de Servicio localizados en assurancewireless.com.



PRINT AD

Attention eligible Florida residents!

All Assurance Wireless plans now include texts.

Assurance Wireless, a Lifeline Assistance program, now offers eligible households great new calling plans. Our calling plans are the best value among major Lifeline Assistance programs.

NEW! Free Talk & Text

Get 250 Free Voice Minutes AND 250 Free Texts each month.

NEW! \$5 Talk and Text

Get 500 Total Voice Minutes and 500 Total Texts each month. That's 250 additional minutes and texts added to the free voice minutes and texts.

NEW! \$30 Unlimited Talk, Text, & Web

If you need more, get unlimited minutes, texts and web for just \$30 a month.

All plans include a guarantee of 250 free minutes and 250 free texts as long as you remain eligible.

How to Qualify

Assurance Wireless is a federal Lifeline Assistance program brought to you by Virgin Mobile. Lifeline is a government benefit program supported by the federal Universal Service Fund.

Enrollment is available to individuals who qualify based on federal or state-specific eligibility criteria. You may qualify if you are on certain public assistance programs, like Medicaid or Supplemental Nutrition Assistance Program (SNAP). You can also qualify based on your household income. You must provide proof of program participation or proof of income.

The Lifeline Assistance program is available for only one wireless or wireline account per household.

If Eligible, You Get All This – FREE!

- FREE Cell Phone
- FREE 250 Voice Minutes Each Month
- FREE 250 Texts Each Month

AND

- No Annual Contract
- Voicemail Account
- Call Waiting
- Caller I.D.
- Access to 911

PLUS

- Coverage on the Nationwide Sprint® Network reaching more than 282 million people
- Keep Your Current Number



Apply Today.

It costs nothing to apply for Assurance Wireless, and there's no obligation. Call 1-877-467-9591 today or visit www.assurancewireless.com

Call Toll Free Monday to Sunday,
9 AM to 9 PM EST

877-467-9591

Or visit www.assurancewireless.com

assurance
wireless *Virgin*
brought to you by *mobile*

The Worry-Free Way To Stay Connected

Offer limited to eligible customers (varies by state) residing in selected geographic areas and is non-transferable. Consumers who willfully make false statements in order to obtain the benefit can be punished by fine or imprisonment or can be barred from the program. Phone models based on availability and may vary depending on inventory. Add'l voice: 10c/min. Domestic text: 10c/msg (sent or received). Int'l & Data services may be extra per plan. Accessing voicemail draws from plan minutes & charges may apply once free minutes have been depleted. Account may expire 150 days after you receive notice of ineligibility for Assurance Wireless service and account balance may be forfeited. State and local sales taxes and fees may apply. \$5 Plan: Minimum Top-Up of \$10 may be required. **Best Value Claim:** Based on published price plans as of 9/1/12 of major Lifeline carriers with more than 1M subscribers who provide service in more than 20 states. Coverage not available everywhere. Nationwide coverage area reaches more than 282 million people. Virgin Mobile USA network services are provided on the Nationwide Sprint® Network. Visit virginmobileusa.com to check coverage in your area. Assurance Wireless is subject to the Terms of Service (includes plan details) found on www.assurancewireless.com

Attention eligible Florida residents!

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NEW! Free Talk & Text

Get 250 Free Voice Minutes AND 250 Free Texts each month.

NEW! \$5 Talk and Text

Get 500 Total Voice Minutes and 500 Total Texts each month. That's 250 additional minutes and texts added to the free voice minutes and texts.

NEW! \$30 Unlimited Talk, Text, & Web

If you need more, get unlimited minutes, texts and web for just \$30 a month.

All plans include a guarantee of 250 free minutes and 250 free texts as long as you remain eligible.

How to Qualify

Assurance Wireless is a federal Lifeline Assistance program brought to you by Virgin Mobile. Lifeline Assistance is a government benefit program supported by the federal Universal Service Fund.

Enrollment is available to individuals who qualify based on federal or state-specific eligibility criteria. You may qualify if you are on certain public assistance programs, like Medicaid or Supplemental Nutrition Assistance Program (SNAP). You can also qualify based on your household income. You must provide proof of program participation or proof of income.

The Lifeline Assistance benefit is limited to one wireless or wireline service per household.

Offer limited to eligible customers (varies by state) residing in selected geographic areas and is non-transferable. Consumers who willfully make false statements in order to obtain the benefit can be punished by fine or imprisonment or can be barred from the program. Phone models based on availability and may vary depending on inventory. Add'l voice: 10c/min. Domestic text: 10c/msg (sent or received). Int'l & Data services may be extra per plan. Accessing voicemail draws from plan minutes. Airtime charges apply when accessing voicemail via an Assurance Wireless phone once free minutes have been depleted. Account may expire 150 days after you receive notice of ineligibility for Assurance Wireless service and account balance may be forfeited. State and local sales taxes and fees may apply. **\$5 Plan:** Minimum Top-Up of \$10 may be required. **Best Value Claim:** Based on published price plans as of 8/31/12 of major Lifeline carriers with more than 1M subscribers who provide service in more than 20 states. Coverage not available everywhere. Nationwide coverage area reaches more than 282 million people. Virgin Mobile USA network services are provided on the Nationwide Sprint® Network. Visit virginmobileusa.com to check coverage in your area. Assurance Wireless is subject to the Terms of Service (includes plan details) found on www.assurancewireless.com

If Eligible, You Get All This – FREE!

- **FREE Cell Phone**
- **FREE 250 Voice Minutes Each Month**
- **FREE 250 Texts Each Month**

AND

- **No Annual Contract**
- **Voicemail Account**
- **Call Waiting**
- **Caller I.D.**
- **Access to 911**

PLUS

- **Coverage on the Nationwide Sprint® Network reaching more than 282 million people**
- **Keep Your Current Number**



Apply Today.

It costs nothing to apply for Assurance Wireless, and there's no obligation. Call 1-866-582-0113 today to see if you qualify for our new plans or go to www.assurancewireless.com

**Call Toll Free Monday to Sunday,
9 AM to 9 PM EST**

866-582-0113

Or visit www.assurancewireless.com

assurance
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The Worry-Free Way To Stay Connected