

## **BOOST MOBILE LAUNCHES NEW BRAND IDENTITY TO UNITE PRODUCT OFFERINGS UNDER ONE BANNER**

### **Brand Evolution Features Bold & Synergetic New Visual Elements to Create Bold, Clean, More Engaging Look and Feel**

IRVINE, Calif. – Feb. 21, 2008 – Boost Mobile®, a wholly-owned division of Sprint Nextel (NYSE:S), today announced the launch of a new brand identity. Designed to visually and conceptually unite product lines and message consistency, Boost Mobile worked closely with renowned creative and brand-engineering agency ATTIK, to evolve the brand and create more sophisticated and synergetic visual elements that will more broadly appeal to the company's target audiences.

Moving forward, Boost Mobile's two major prepaid services, pay-as-you-go (PayGo) and Unlimited by Boost (UNLTD), will be rolled under one banner. The new visual identity system is designed to elevate the brand positioning with a premium and sophisticated foundation, similar to the lifestyle imagery of Boost Mobile products. The logo, typeface and color scheme are designed to create a consistent and integrated visual presence.

"Our brand needed to reflect that while our roots in youth culture are as vital as ever, we are also appealing to a broader audience and are fully embracing our core values as a lifestyle company," said Carlene Robinson, director of brand marketing and entertainment of Boost Mobile. "By uniting our product offerings under one cohesive brand identity, we are able to leverage the overall strength of the Boost Mobile brand to build more meaningful connections with our subscribers and more effectively convey what makes our products and our company so very unique."

"We wanted to bring an outside perspective to the project—one that understood youth culture, what our brand is about and would be willing to collaborate with our internal creative team," said Wally Fox, Boost Mobile's Creative Manager. "We've worked with ATTIK successfully in the past, and respect their approach to developing brands; they were a natural fit for this project."

Boost's new visual system includes retooled 2D and 3D logos, updated photographic styles, a new typographic library, new color schemes, new end tag, print and environmental applications. The retooling of the Boost marquee and its supporting visual system heightens the Boost Mobile brand to a more premium aesthetic, while also providing a set of tools and standards for Boost to create applications across all mediums. Consumers will begin seeing the new brand identity starting today on Boost products, services, collateral, point of sale displays, events, sponsorships, media and more.

"The key behind this project was making the new brand look, feel and voice more connectable to Boost's growing audience, so that the brand becomes something they love, something they're willing to fight for," said William Travis, ATTIK Vice President. "Considering the many strengths of this very unique company, it's been a sincere pleasure to help refine the logo and the visual identity system to better allow consumers to experience all the things that set Boost apart."

Boost PayGo wireless service has experienced tremendous success, acquiring more than four million customers in five years. Launched in March of last year, Unlimited by Boost also is being well-received by wireless consumers, doubling its base from 224,000 to 500,000 customers in Q4 alone. With the success of two different offers, Boost Mobile's new brand identity will enable consumers to more easily identify with the brand and make educated product purchases that best fit their lifestyle needs.