

Consumer Cellular®

SEARS STORE GUIDE



sears®

AARP
Real Possibilities

Member **Advantages**

Copyright© 2016 Consumer Cellular, Inc. All rights reserved. Consumer Cellular is a registered trademark of Consumer Cellular, Inc. All other trademarks are the property of their respective owners.

AARP member benefits are provided by third parties, not by AARP or its affiliates. Providers pay a royalty fee to AARP for the use of its intellectual property. These fees are used for the general purposes of AARP. Some provider offers are subject to change and may have restrictions. Please contact the provider directly for details.

TABLE OF CONTENTS

1. INTRODUCTION: ABOUT CONSUMER CELLULAR	1-1
Company History	1-1
Our Focus: Simplicity and Satisfaction.....	1-1
2. ABOUT OUR #1 RATINGS.....	2-1
Consumer Reports & Nielsen Mobile Insights	2-1
3. HOW TO SELL CONSUMER CELLULAR ...AND TO WHOM	3-1
Key Selling Points: What Sets Us Apart.....	3-1
Customer Qualification Questions	3-3
Answers to Questions and Objections	3-4
4. PHONES AND SIM CARDS.....	4-1
WHAT'S IN THE PHONE BOX.....	4-1
WHAT'S IN THE ACCESSORY KIT	4-1
WHAT'S IN THE SIM CARD PACKAGING.....	4-1
CONSUMER CELLULAR ALL-IN-ONE SIM CARDS	4-2
PHONES.....	4-3
5. SERVICE PLANS.....	5-1
How Our Plans are Different.....	5-1
Service Coverage Map.....	5-1
Plans and Rates.....	5-2
TALK PLANS	5-2
CONNECT TEXT MESSAGES & WEB DATA PLANS.....	5-2
FAMILY PLANS	5-2
FREE FEATURES.....	5-2
6. ACTIVATION RESOURCES	6-1
Following Activation.....	6-1
CHARGING THE PHONE	6-1
INFORMATION AND ACCOUNT MANAGEMENT ON OUR WEBSITE	6-1

- 7. GUARANTEES AND RETURNS 7-1**
 - Consumer Cellular’s 100% Risk-Free Guarantee..... 7-1
 - Returning Phones and Canceling Service 7-1
 - Phone Manufacturers’ Warranties 7-1
- 8. CONTACTS, QUESTIONS AND RESOURCES 8-1**
 - Consumer Cellular Customer Support 8-1
 - Consumer Cellular Retailer Support 8-1
 - Other Resources..... 8-1
 - The Consumer Cellular Referral Program 8-1

1. INTRODUCTION: ABOUT CONSUMER CELLULAR

Consumer Cellular, headquartered in Portland, Oregon, is a nationwide provider of cellular phones and services. We are not just another cellphone company—we are committed to giving our customers just what they want and need. We provide high-quality phones and simple, affordable plans. We even guarantee our customers' satisfaction.

Company History

Consumer Cellular was founded in 1995 with the belief that everyone should have affordable access to the safety and convenience of cellular service.

We grew steadily, selling our cellular phones and service directly to customers as a regional provider in the Northwest. In 2004, Consumer Cellular entered into an agreement with AT&T that allowed us to provide nationwide coverage for our customers on one of the nation's largest networks.

In 2008, Consumer Cellular became an AARP provider. In its evaluation of potential providers, AARP was especially interested in Consumer Cellular because of its unique, no-contract/post-paid monthly plans, affordable phones and rates, 100% risk-free guarantee, and attention to quality customer service. This special relationship with AARP, that continues today, has helped Consumer Cellular grow quickly, and the company now offers its high-quality phones and 100% U.S. based customer service to more than two million customers.

Our Focus: Simplicity and Satisfaction

Consumer Cellular has succeeded with a straightforward business model that's built on simplicity and customer satisfaction. We believe that affordability and great service are vital to your customers and our success.

We work to earn your customers' loyalty through their satisfaction—not by locking them into a contract. We believe that in the long run, our attention to the needs of your customers help make us a better, more successful company.

And, as we team up with your store, we extend these principles to you as well—we will work to satisfy you and your customers through simplicity, affordability and great service.

2. ABOUT OUR #1 RATINGS

Consumer Reports

We're pleased to say that for 5 out of the past 6 years, Consumer Cellular has been ranked #1 for wireless service by **Consumer Reports**. Our high scores were tallied from ratings consisting of value, support, knowledge and courtesy. That's all according to survey results of actual cellphone users who participated in the **Consumer Reports** annual ranking of cellphone plans and service.



Nielsen Mobile Insights

We're also proud to announce that Consumer Cellular is the top-rated service for customer satisfaction in the **Nielsen Mobile Insights** survey. Nielsen surveyed approximately **90,000 mobile phone users in the U.S.** in the first quarter of 2016.

Nielsen is a well-known global provider of information and insights into consumers. They are also known as a **trusted resource of consumer opinions**. The survey results reconfirm our customer-first approach. Our rating was based in part on the following factors: our affordable rate plans, reliable coverage on two of the nation's largest networks and our outstanding U.S. based customer support.



Consumer Cellular has the highest overall customer satisfaction of all mobile carriers.[†]

—Nielsen Mobile Insights, Q1 '16

[†]Based on interpretation of Nielsen's Mobile Insights survey data, which uses respondents' self-reported rating (1 to 10 scale) of overall satisfaction with their carrier from a national survey of approximately 90,000 U.S. mobile phone users during Q1 '16.

3. HOW TO SELL CONSUMER CELLULAR ...AND TO WHOM

Consumer Cellular does not attempt to serve all kinds of people with all kinds of plans and products. In general, we cater to people who:

- Desire the safety and convenience of a cellphone
- Demand ease of use and superior customer service
- Seek affordability and savings

Key Selling Points: What Sets Us Apart

1 SIMPLICITY: WE MAKE IT EASY TO UNDERSTAND AND DO BUSINESS WITH US

- Phones and plans are easy to understand
- Plans are easy to upgrade or downgrade with no penalties
- No contracts, hidden charges or penalties

“I just wanted to tell you I am one happy camper! I love the ease at which I can change my plan on a moment’s notice without any penalties, then change it back whenever I like. It is so simple!”

—Patrick N., WA

2 QUALITY AND VALUE: WE SAVE CUSTOMERS MONEY

- High-quality phones from leading manufacturers at affordable prices
- Monthly plans starting at only \$10
- Great coverage with two of the nation’s largest networks
- Free calls between all phones on the same Consumer Cellular account
- Free long distance and roaming
- Special benefits for AARP members

“I just wanted to share with you how very pleased we are with our new Consumer Cellular account! We moved over from one of the ‘big four’, and we are now enjoying half the cost with the same coverage. The transition was extremely smooth with a seamless connection as soon as we put in our SIM cards. We’re looking forward to many years of Consumer Cellular service!”

—Bob S., CT

Key Selling Points: What Sets Us Apart, continued

3 FRIENDLY SERVICE: WE HELP CUSTOMERS MAKE THE BEST USE OF THEIR PHONE AND SERVICE

- Helpful, polite, 100% U.S. based customer service
- Easy, intuitive website where customers can learn and manage their service
- 100% risk-free guarantee

“In the process of switching over to Consumer Cellular, we’ve been able to interact with some of your customer service representatives. They were courteous, intelligent, patient and extremely helpful. What an absolute breath of fresh air!”

—Ellen B., DE

Customer Qualification Questions

As you help your customers as they are looking at their options, the following are useful questions for determining whether Consumer Cellular's phones and service are a good fit for them.

1 Why are you looking for a new cellphone?

If the customer is frustrated with pre-paying for minutes, being stuck in contracts, wants to save money, or just wants the security and convenience of a cellphone for trips away from home, we're a great fit.

2 Do you have a cellphone currently? (If yes) How much do you use it?

We welcome new, casual, and experienced cellphone users, including those who wish to use a smartphone.

We also offer SIM cards to allow customers to use their existing phones with our service. The All-In-One SIM card is compatible with Consumer Cellular phones as well as phones previously used with AT&T or T-Mobile and unlocked GSM phones. The All-In-One SIM card includes nano, micro and standard SIM card sizes.

3 Do you want a phone that you "fill up" with pre-paid minutes, or one with a monthly-billing type of plan?

We offer only monthly plans, and require a credit card or credit approval for activation. But we offer affordable plans and phones with no contracts, so if cost or contract are the customer's primary issues, Consumer Cellular may be a very good fit.

4 Do you plan to call or travel to different areas in the U.S. with your phone?

We have excellent coverage nationwide with two of the nation's largest cellular networks, and we don't charge extra for long-distance or roaming. We also provide good rates for calls to locations outside the U.S.; however, we do not offer plans for international travel.

5 Are you an AARP member?

AARP members receive special benefits when they start new service such as:

- A 5% discount *every month* on service and usage charges
- An extended risk-free guarantee: 45 days, 450 minutes, 450 texts or 450MB of web data, whichever comes first

6 Do you have difficulties with your eyesight, hearing or manual dexterity?

We've selected phones that have text and numbers that are easier to see, and that work well with hearing-aids. In particular, our exclusive Doro PhoneEasy® phone is designed to be senior-friendly with big, raised buttons, bright screens, large text, clear audio and great hearing-aid compatibility. It includes a camera and can send and receive photos in MMS messages. This phone even provides a single-button emergency call feature that can be programmed to dial a particular phone number. And compared to other senior phones it is quite attractively priced.

Answers to Questions and Objections

- **I've never heard of Consumer Cellular. How good is the service, and what if it doesn't work for me?**

Consumer Cellular has been in business since 1995. Our phones operate on two of the nation's largest cellular networks. However, unlike the big carriers, we don't require any contracts, so your service is month-to-month. You can change your plan or stop service whenever you want. Plus, our plans have more anytime minutes, free roaming and long distance in the U.S., and a Usage Alert feature to tell you when you're approaching the limits of your current plan so you can adjust your usage if necessary. And we have a 100% risk-free guarantee that allows up to 30 days, 300 minutes, 300 texts or 300MB of web data (whichever comes first) so you can try the phone and service on your own. If you're not completely satisfied during this period, return the phone to this store with all parts, accessories and packaging for a 100% refund—completely hassle-free.

- **Can I move my old phone to Consumer Cellular?**

The answer to this question is maybe. To find out, determine what make and model of phone your customer has and call our Customer Support. If the phone is a model we can support, we'll be happy to activate it on our network. Consumer Cellular also offers inexpensive SIM cards that allow customers to use the following kinds of phones:

- Most phones previously used with AT&T or T-Mobile
- A Consumer Cellular phone
- An unlocked GSM phone

- **Does Consumer Cellular offer free nights and weekends?**

All of the minutes in our plans are anytime minutes. We don't have free nights and weekends because our plans give a lot more anytime minutes, so you can use your phone whenever you want. You don't have to wait until after 9pm or the weekend to use the phone. We've also found that most customers who pay for plans with free nights and weekends use very little time during those periods—that's why some carriers give it away for free. With Consumer Cellular's plans, you can use the phone whenever you want without worrying about what time or what day it is.

- **Does Consumer Cellular offer free mobile-to-mobile calling?**

We offer free calls between all phones on the same Consumer Cellular account.

- **Does Consumer Cellular offer roll-over minutes?**

Consumer Cellular plans start over every month, and don't use roll-over minutes. Consider that most other plans with roll-over minutes start at \$40 per month and require a 2-year contract. Consumer Cellular's \$40 plan gives 4,000 anytime minutes, with no contract, and we have less expensive plans if you don't need that much time. There is also an Unlimited Talk Plan available that gives you Unlimited minutes for \$50 per month. If you're on a roll-over plan and have accumulated more minutes than you can use, you're probably paying too much for your plan and Consumer Cellular can save you money.

- **What's Consumer Cellular's cheapest/best plan?**

That depends on how you're going to use your phone. We have plans for all types of usage, from \$10 per month for emergency and/or occasional use, or more robust plans for greater usage. One great benefit about Consumer Cellular's service—there are no contracts, and you can change your plan whenever you want without any fees or penalties. So, if your needs change, you can change your plan too—as often as you'd like, even up to the end of your billing period. That way you can make sure you're always on the best plan. We'll even send you a free Usage Alert message if you're approaching your current plan's limits.

- **Is the phone easy to use? How big are the buttons? How loud is it? Is the text tiny?**

We always choose phones that they feel are easy to use with large buttons, screens, and are easy to hear and see. One phone to recommend as the easiest would have to be the Doro PhoneEasy® 626. It has large, raised keys, the biggest brightest screen and text, it's loud and hearing-aid compatible. However, what's easy to use for one person isn't easy for another. That's why we have a 100% risk-free guarantee trial allowing up to 30 days, 300 minutes, 300 texts or 300MB of web data (whichever comes first)—you can try our service for yourself with any phone and return or exchange the phone if you're not completely satisfied.

- **I need to check with my spouse.**

No problem. Do you know if your spouse has any questions or concerns I can answer now? Remember, Consumer Cellular offers a 100% risk-free guarantee trial that allows up to 30 days, 300 minutes, 300 texts or 300MB of web data, so you can take the phone home and have your spouse try it. If either of you aren't completely satisfied, just return the phone to this store for a 100% refund of the phone with activation, service, and accessories.

4. PHONES AND SIM CARDS

WHAT'S IN THE PHONE BOX

Each Consumer Cellular retail phone package contains the following:

- The phone, with battery and SIM card already installed.

The phone's battery should have some charge, but the customer will need to connect to power with the AC adapter for a few hours to ensure the battery is fully charged.

- A Welcome Kit Folder that includes a welcome letter, activation and service information, a short booklet that describes the basics of Consumer Cellular service, a set-up guide for the phone and a Wireless Customer Agreement describing the terms and conditions of service.

WHAT'S IN THE ACCESSORY KIT

Each phone accessory kit contains a car charger and a protective phone case.



WHAT'S IN THE SIM CARD PACKAGING

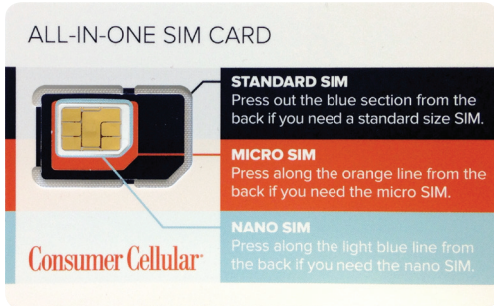
Each Consumer Cellular SIM card package contains the following:

- The All-In-One SIM card containing nano, micro and standard SIM card sizes.
- Instructions describing how to place the SIM into a cellphone and instructions on how to activate the SIM card. The Activation Code can be found within the packaging.
- A welcome letter introducing our service to new customers.
- A Start Here book that describes the basics about Consumer Cellular's service.
- A Wireless Customer Agreement describing the terms and conditions of service.



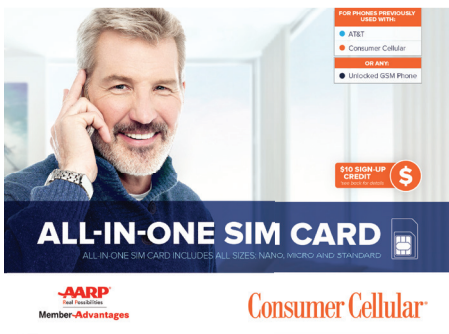
CONSUMER CELLULAR ALL-IN-ONE SIM CARDS

For customers who wish to continue using their existing phone with Consumer Cellular service, we offer the All-In-One Consumer Cellular SIM card.



A great way to prevent waste and save money. Not only does your customer get to keep using his or her existing phone, they'll save money on fees, too. While the MSRP for the SIM card is \$9.99, the customer will receive a \$10 credit on their first bill following activation, so it's essentially free. And because there's no additional fee for activation, the customer can switch to Consumer Cellular's service at no cost!

The Consumer Cellular All-In-One SIM card package includes three size options, which can be used as required by the customer's phone. It also includes instructions for activation, which the customer can perform online or by phone with the assistance of our Customer Support team.



AT&T All-In-One SIM Card

The AT&T All-In-One SIM card is compatible with the following kinds of phones:

- A Consumer Cellular phone
- Most phones used previously with AT&T
- An unlocked GSM cell phone



T-Mobile All-In-One SIM Card

The T-Mobile All-In-One SIM card is compatible with the following kinds of phones:

- A Consumer Cellular phone
- Most phones used previously with T-Mobile
- An unlocked GSM cell phone

NOTE: A compatibility key is provided at the top, right corner of each envelope.

Ordering Information and Prices

DESCRIPTION	COLOR	MSRP
Consumer Cellular SIM Card — AT&T	N/A	\$9.99
Consumer Cellular SIM Card — T-Mobile	N/A	\$9.99

CONSUMER CELLULAR 101: SIMPLE CALLING & TEXTING



Key Features

- External caller ID display
- 2MP camera, digital zoom
- 2.4", 320 x 240 pixel internal display
- 128MB internal memory
- FM radio compatible
- MP3 music player
- Supports up to 32GB microSD™
- *Bluetooth*® wireless connectivity
- Hearing-Aid compatible: M4/T4
- Battery: Up to 4.5 hours talk time
- Weight: 3.7 oz
- Dimensions: 4.10" x 2.06" x 0.68"

The Consumer Cellular 101 gives you the convenience of simple-to-learn talk and text features in a compact, lightweight flip phone that will fit comfortably in a pocket or purse. You'll have everything you need for text messaging, plus access to basic Internet browsing. Take and share photos with the built-in 2MP camera with digital zoom, or listen to your favorite songs on the MP3 music player. *Bluetooth*® Wireless connectivity lets you go hands-free. Combined with our affordable text and web data plans, this handy phone offers unmatched value for staying connected wherever you go.

Ordering Information and Prices

DESCRIPTION	COLOR	MSRP
Consumer Cellular 101 Flip Phone	Black	\$29.99
Consumer Cellular 101 Flip Phone	Red	\$29.99

CONSUMER CELLULAR 101: SIMPLE CALLING & TEXTING



Flip Style	Yes
External Screen	Yes
<i>Bluetooth</i> ® Technology	Yes
Speakerphone	Yes
Hearing-Aid Compatibility	M4/T4
Camera	Yes
Send/Receive Pictures*	Yes*
Screen Size	2.4" internal, 1.1" external
Screen Resolution	320 x 240
Text Messaging*	Yes*
Video	No
FM Radio	Yes
MP3 Player	Yes
Wireless Web enabled*	No
Connect to PC	Yes
microSD™ card slot	Yes
Dimensions	4.10" high 2.06" wide 0.68" deep
Weight with battery	3.7 oz
Battery Life	Up to 4.5 hours talk time

*Usage charges apply when using these features.

DORO PhoneEasy® 626: EASY, SENIOR-FRIENDLY



Key Features

- Bright, colorful internal display screen
- Additional external display screen
- 2MP camera, digital zoom (4x)
- Big, easy to read buttons
- Emergency alert button
- High volume levels and speakerphone
- Supports microSD™ card for extra storage
- *Bluetooth*® wireless connectivity
- Hearing-Aid compatible: M3/T4
- Battery: Up to 6 hours talk time
- Weight: 3.67 oz
- Dimensions: 4.02" x 2.05" x 0.75"

Designed as an affordable phone for seniors, the Doro PhoneEasy 626 is simple to use, easy to see and easy to handle, features Doro’s unique single-button emergency call feature to dial programmable phone numbers, and offers excellent M4/T4 hearing-aid compatibility. And, compared to other senior phones, it’s very attractively priced.

The Doro 626’s full color display is big and bright, with large text. Buttons are big, separated, clearly marked and backlit, so dialing is easy. Menus are simple to follow and customizable, and text size can also be increased. The flip design protects the phone, is easy to use, and its external display shows time and caller ID when closed. Other features include a 2MP camera with flash, support for text and picture messaging, and *Bluetooth* technology for use with hands-free devices.

Ordering Information and Price

DESCRIPTION	COLOR	MSRP
Doro PhoneEasy® 626 Flip Phone	Burgundy	\$49.99
Doro PhoneEasy® 626 Flip Phone	Black	\$49.99

DORO PhoneEasy® 626: EASY, SENIOR-FRIENDLY



Flip Style	Yes
External Screen	Yes
Bluetooth® Technology	Yes
Speakerphone	Yes
Hearing-Aid Compatibility	M3/T4
Camera	2MP with flash
Send/Receive Pictures	Yes*
Screen Size	1.42" wide x 1.93" high
Screen Resolution	320 x 240
Text Messaging*	Yes*
Picture Messaging*	Yes*
Video	Yes
FM Radio	Yes
MP3 Player	No
Wireless Web Enabled*	No
Connect to PC	Yes
microSD™ card slot	Yes
Dimensions	4.02" high 2.05" wide 0.75" deep
Weight	3.67 oz
Battery Life	Up to 6 hours talk time

*Usage charges apply when using these features.

ZTE AVID 828: PRACTICAL, ENTRY-LEVEL SMARTPHONE



Key Features

- Android™ 5.1 operating system
- 4G LTE capable
- 1.1GHz quad-core processor
- 5", 854 x 480 pixel display
- 5MP camera, digital zoom (4x)
- 720p HD video
- 8GB internal memory
- MP3 music player
- Hearing-Aid compatible: M3/T3
- Battery: Up to 6 hours talk time
- Weight: 5.11 oz
- Dimensions: 5.71" x 2.87" x 0.43"

The ZTE Avid 828 makes multi-tasking simple, with 4G LTE, a quad-core processor, and an Android operating system to allow you to browse the web, watch video, or listen to music with ease. You'll be delighted with the practicality and versatility of this economical, entry-level smartphone.

Ordering Information and Price

DESCRIPTION	COLOR	MSRP
ZTE Avid 828 Smartphone	Black	\$69.99

ZTE AVID 828: PRACTICAL, ENTRY-LEVEL SMARTPHONE



Touch Screen	Yes
Bluetooth® Technology	Yes
Speakerphone	Yes
Hearing-Aid Compatibility	M3/T3
Camera (rear-facing)	5MP
Send/Receive Pictures*	Yes*
Screen Size	5"
Screen Resolution	854 x 480 pixels
Text Messaging*	Yes*
Video	Yes
GPS	Yes
MP3 Player	Yes
Wireless Web enabled*	Yes*
Connect to PC	Yes
microSD™ card slot	Yes
Predictive Text	Yes
Dimensions	5.71" high 2.87" wide 0.43" deep
Weight with battery	5.11 oz
Battery Life	Up to 6 hours talk time

*Usage charges apply when using these features.

ALCATEL POP 3 (5.5") LTE: EXCEPTIONAL FEATURES & VALUE, LARGE DISPLAY



Key Features

- Android™ 5.1 operating system
- 4G LTE capable
- 1.1GHz quad-core processor
- 5.5", 1280 x 720 pixel display
- 5MP camera, digital zoom (2x)
- 720p HD video
- Front-facing camera for video chat
- 8GB internal memory
- Hearing-Aid compatible: M4/T3
- Battery: Up to 30 hours talk time
- Weight: 6.1 oz
- Dimensions: 5.98" x 3.06" x 0.37"

The Alcatel Pop 3 LTE packs plenty of smartphone advantages, including 4G LTE for fast access to apps, email, and Internet surfing. The large, 5.5-inch high-resolution display makes navigating the touchscreen easy and intuitive. A 1280x720 pixel display is perfect for taking and viewing beautiful photos. Simple enough for a smartphone novice yet loaded with enough features and functionality to satisfy more advanced users.

Ordering Information and Price

DESCRIPTION	COLOR	MSRP
Alcatel Pop 3 (5.5") LTE Smartphone	Silver	\$99.99

ALCATEL POP 3 (5.5") LTE: EXCEPTIONAL FEATURES & VALUE, LARGE DISPLAY



Touch Screen	Yes
Bluetooth® Technology	Yes
Speakerphone	Yes
Hearing-Aid Compatibility	M4/T3
Camera (rear-facing)	5MP
Send/Receive Pictures*	Yes*
Screen Size	5.5"
Screen Resolution	1280 x 720 pixels
Text Messaging*	Yes*
Video	Yes
GPS	Yes
MP3 Player	Yes
Wireless Web enabled*	Yes*
Connect to PC	Yes
microSD™ card slot	Yes
Predictive Text	Yes
Dimensions	5.98" high 3.06" wide 0.37" deep
Weight with battery	6.1 oz
Battery Life	Up to 30 hours talk time

*Usage charges apply when using these features.

SAMSUNG GALAXY J3: RELIABILITY, INGENUITY, PLUS FEATURES YOU'LL LOVE



Key Features

- Android™ 6.0 operating system
- 4G LTE capable
- 1.3GHz quad-core processor
- 5", 1280 x 720 pixel display
- 5MP camera, digital zoom (4x)
- 1080p HD video
- Front-facing camera for video chat
- 16GB internal memory
- Hearing-Aid compatible: M3/T4
- Battery: Up to 22 hours talk time
- Weight: 4.9 oz
- Dimensions: 5.60" x 2.80" x 0.31"

The Samsung Galaxy J3 (2016) continues this cellular industry giant's long tradition of blending reliability and innovation. It's chock-full of smartphone essentials like 4G LTE and the newest Android operating system, providing impressive responsiveness and quick downloads. This is smartphone technology you can count on for performance, ingenuity, and value.

Ordering Information and Price

DESCRIPTION	COLOR	MSRP
Samsung Galaxy J3 Smartphone	White	\$124.99

SAMSUNG GALAXY J3: RELIABILITY, INGENUITY, PLUS FEATURES YOU'LL LOVE



Touch Screen	Yes
Bluetooth® Technology	Yes
Speakerphone	Yes
Hearing-Aid Compatibility	M3/T4
Camera (rear-facing)	5MP
Send/Receive Pictures*	Yes*
Screen Size	5"
Screen Resolution	1280 x 720 pixels
Text Messaging*	Yes*
Video	Yes
GPS	Yes
MP3 Player	Yes
Wireless Web enabled*	Yes*
Connect to PC	Yes
microSD™ card slot	Yes
Predictive Text	Yes
Dimensions	5.60" high 2.80" wide 0.31" deep
Weight with battery	4.9 oz
Battery Life	Up to 22 hours talk time

*Usage charges apply when using these features.

5. SERVICE PLANS

How Our Plans are Different

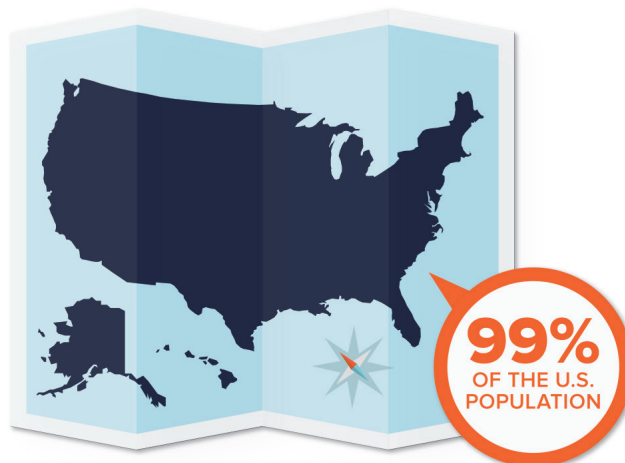
Our plans are simple, easy to understand, and can be changed at any time, with features including:

- **Convenient, post-paid monthly billing**, with no contracts and no pre-payments.
- **Customers can upgrade or downgrade** their service plans at any time with no penalties (this is especially useful for customers who rarely use their phones except while traveling).
- **Free** long distance, roaming, voice mail, call forwarding, caller ID, call waiting, conference calls, and calls between all phones on the same Consumer Cellular account.
- **Plan rates remain the same regardless** of time of day, location from which the call is made, or the location or network of the person being called (anywhere within the US). Our simple plans are much less expensive and easier to monitor than roll-over plans.
- **Free Usage Alert feature** warns the customer when they are approaching their current plan limits—they can then choose adjust their usage if necessary.
- **Our friendly 100% U.S. based customer support** is available for assistance by phone, and the ability for customers to manage their account themselves on our website.
- **AARP members** receive 5% off their monthly billing and an extended 50% longer risk-free guarantee.
- **Full access to AT&T & T-Mobile cell towers** gives customers great coverage nationwide.

Service Coverage Map

We provide nationwide cellular coverage on two of the nation's largest networks. To see a detailed coverage map for the customer's specific area, please visit Consumer Cellular at:

ConsumerCellular.com/Map



Plans and Rates

Customers can pair one of our Talk Plans with one of our Connect Plans to stay connected wherever, and however, they need. As an added benefit, if customers go over their plan, we'll automatically upgrade them to the next level. This way, they are guaranteed to get the best possible rate—with absolutely no overage fees.

For additional details, please visit our website at ConsumerCellular.com/Info/Plans.

TALK PLANS (Nationwide Calling)

Billed Per Use MINUTES	250 MINUTES	1,000 MINUTES	2,000 MINUTES	4,000 MINUTES	Unlimited MINUTES
\$ 10	\$ 15	\$ 20	\$ 30	\$ 40	\$ 50
PER MONTH	PER MONTH	PER MONTH	PER MONTH	PER MONTH	PER MONTH

CONNECT PLANS (Text Messages & Web Data)

300 TEXTS	2,000 TEXTS	5,000 TEXTS	Unlimited TEXTS	Unlimited TEXTS	Unlimited TEXTS
30MB WEB DATA	200MB WEB DATA	500MB WEB DATA	1.5GB WEB DATA	3GB WEB DATA	4GB WEB DATA
\$ 2.50	\$ 5	\$ 10	\$ 20	\$ 30	\$ 40
PER MONTH	PER MONTH	PER MONTH	PER MONTH	PER MONTH	PER MONTH

FAMILY PLANS (Share minutes, text messages and web data on any plan)

\$ 10

PER MONTH

PER LINE

- Share your Talk Plan minutes and Connect Plan text messages and web data for only \$10 per month per additional line.
- Free calls between all phones on the same Consumer Cellular account.

FREE FEATURES INCLUDED WITH EVERY PLAN:

- ✓ Voicemail ✓ Usage Alerts ✓ Caller ID ✓ Call Waiting ✓ Call Forwarding ✓ Conference Calling

6. ACTIVATION RESOURCES

Visit the Activation Page online, or call Consumer Cellular's Customer Support line to begin the activation process:

Phone: (888) 533-6942

Online: [ConsumerCellular.com/Store](https://www.consumercellular.com/store)

If you have any questions, refer to Section 8 of this guide for contact information.

Following Activation

The new phone should be ready to make outbound calls as soon as the activation is complete; there may be a delay of a few moments before the phone can receive an incoming call.

The following are some topics that you might take a moment to explain to your customer about their new phone and service.

CHARGING THE PHONE

- The phone comes with its battery and SIM card already installed.
- The phone's battery should have some charge, but the customer will need to connect to power with the AC adapter for a few hours to ensure the battery is fully charged.

INFORMATION AND ACCOUNT MANAGEMENT ON OUR WEBSITE

Support Knowledgebase. If you and your customer have a moment and your customer is interested in using the web, go to [ConsumerCellular.com/Support/Knowledgebase](https://www.consumercellular.com/support/knowledgebase) and show him or her the wealth of information available. There they will find the following:

- **Answers to frequently asked questions (FAQs)**—click through the high-level topics to reveal detailed questions and answers.
- **How-to videos** show how to perform a variety of tasks—everything from making and receiving calls to sending and receiving text messages—using specific phones.
- **Detailed manufacturer's phone manuals**, ready to download as PDF (Portable Document Format) files and read with Adobe Acrobat®.

My Account page. You can also show your customer the location of their My Account page by going to [ConsumerCellular.com/Account/Login](https://www.consumercellular.com/account/login) which you can reach simply by clicking in the banner at the top of the page. There your customer can manage most aspects of their cellphone account:

- **View minutes used**
- **Set-up the free Usage Alert** feature. By default, this feature is set-up to alert the customer when they reach 50%, 75% and 100% of their current plan's limits.
- **Change rate plan** up or down, as many times as they like, with no extra charges.
- **Get copies of past bills**
- **Make a payment**—and save on time, postage and checks.

7. GUARANTEES AND RETURNS

Consumer Cellular's 100% Risk-Free Guarantee

Consumer Cellular offers a unique risk-free guarantee for all our phones. If you are not satisfied within 30 days, 300 minutes, 300 texts or 300MB of web data (whichever comes first), simply cancel and pay nothing—completely hassle-free!

For AARP members, Consumer Cellular extends the guarantee's trial period to 45 days, 450 minutes, 450 texts, or 450MB of web data, whichever comes first.

Returning Phones and Canceling Service

If a customer is dissatisfied with Consumer Cellular, they must return their phone and packaging to the store where purchased, and they must call Consumer Cellular to cancel their service.

Phone Manufacturers' Warranties

Consumer Cellular phones come with a one-year manufacturer's warranty. It is up to Consumer Cellular and the manufacturer's discretion as to whether the phone should be replaced or repaired.

If a customer's phone is not working, they may contact Consumer Cellular about repairing or replacing it.

Please also tell your customer to call and have us suspend their service while their phone is unavailable.

For Customer Support contact information, turn to Section 8 of this guide.

8. CONTACTS, QUESTIONS AND RESOURCES

We're always here for you—email or visit our website anytime to get more information or assistance.

Customer Support

Customers who need help with topics such as talk, text and data plans, phone specifications, and account status are welcome to call our Customer Support:

(800) 686-4460 (toll-free)

Retailer Support

If you have questions regarding the retail display, brochures, or retail products, please contact our Retail Support staff at the following email address or phone number:

RetailSupport@ConsumerCellular.com

(866) 900-8925 (toll-free)

Please note: the support number and email above are for retailers only—not for your customers. Retail support **does not** have access to customer accounts.

Other Resources

Phones and Accessories	ConsumerCellular.com/Phones
Plans and Plan Options	ConsumerCellular.com/Plans
FAQs, How-To Videos, Phone Manuals, and International Rates	ConsumerCellular.com/Support/Knowledgebase
Phone User Manuals	ConsumerCellular.com/Support/VideosandManuals
Interactive Coverage Map	ConsumerCellular.com/Map
Customer My Account Pages	ConsumerCellular.com/Account/Login

The Consumer Cellular Referral Program

Consumer Cellular offers a referral program to encourage and reward our customers for referring their friends and family to our service. This program can only be used by Consumer Cellular customers who are not employed by Consumer Cellular or is a retail partner of Consumer Cellular. A retail sales associate **cannot** receive a referral credit for anyone to whom they sell a phone. If any referral credits are issued to a retail sales associate for phones they have sold, the credits will be removed and the adjusted charges will become due immediately.

