



News Release

Sprint Nextel
6200 Sprint Parkway
Overland Park, Kan. 66251

Media Contacts:

Sprint: Amy Johnsonbaugh
Amy.Johnsonbaugh@Sprint.com
949-748-3389

Sprint Launches Mobility Solution for a Better Planet

Green ID pack provides customers mobile content that enables them to live green, shop green, recycle and take action – including content from TreeHugger.com and Earth911.com available for the first time to all Android users

SAN FRANCISCO and OVERLAND PARK, Kan. – April 15, 2011 – For those who are dedicated environmentalists or just interested in finding some simple yet meaningful ways to begin living a greener life, Sprint (NYSE: S) has a new mobile solution built just for them. Sprint today announced its newest Sprint ID pack – the [Green ID pack](#) – which offers an unmatched eco-friendly Android™ experience, delivered right to one's fingertips, on select Sprint devices.

With mobile content from eco-friendly favorites like TreeHugger.com, Earth911.com, Green America and the National Audubon Society, the Green ID pack automatically loads apps, widgets and shortcuts tailor-made for users who want to live a more environmentally sustainable life and help others to do the same. Starting today, owners of the LG Optimus S™, Sanyo Zio™, Samsung Transform™, Samsung Epic™ 4G* and Samsung Galaxy Tab™ can load the Green ID pack onto their device in one simple click. Sprint's newest eco-friendly phone, the Samsung Replenish™, also will offer the Green ID pack when it becomes available on May 8.

Sprint's Green ID pack includes access to the following content on four screens – each with its own theme – which is easily accessed by swiping one's finger to the left or right on their screen:

- **Green Now:** The home screen for the ID pack provides the latest in green news from TreeHugger.com, Earth911.com and GreenBiz.com and direct access to video shorts from TreeHugger TV. Earth911.com's *iRecycle* app also makes it easy to locate recycling drop-off sites anywhere across the country, for materials ranging from computers and compact fluorescent bulbs to paper and paint. Users can search by ZIP code or GPS.
- **Live Green:** Want to live a more eco-friendly lifestyle, but not sure where to start? The "Live Green" screen includes a widget that delivers weekly tips from Green America right to the customer's device, a link to Saasmob's *Green You* app – a personal carbon footprint calculator – and shortcuts to green ideas for nearly every aspect of one's life from TreeHugger's "How to Go Green" index.
- **Shop Green:** Buy sustainably and save money with the "Shop Green" screen. It includes a widget from GreenDeals.org – an eco-alternative to Groupon and Living Social that offers daily discounts on green goods and services. Users can also link to eBay Green to shop a wide selection of sustainable home products, eco fashion, green gadgets and more. Choose a boutique experience with EcoEtsy.com, which offers handcrafted items made from natural, sustainable, recycled and/or repurposed materials, from a team of Etsy sellers. Apps on the screen include *Seasonal Harvest Lite*, which shares what locally grown produce is in season, recipes and directions to nearby farmers markets, and the *Light Bulb Finder*, which makes it

easy to switch from conventional light bulbs to energy-saving equivalents that help to lower consumers' electricity bills.

- **Take Action:** For those who are ready to volunteer their time and resources to help the environment, the "Take Action" screen makes it easy to access several worthy causes, including the National Audubon Society, the Environmental Defense Fund, and the Green Education Foundation.

"Sprint is striving every day to become more environmentally sustainable," said Ralph Reid, vice president of Corporate Social Responsibility for Sprint. "We want to help our customers to do the same. From the Green ID pack to the Samsung Replenish, the latest device to meet [Sprint's Device Eco Criteria](#), we are committed to providing mobility products and solutions for a better planet."

Among the many resources in the Green ID pack are two mobile apps now available to all Android users for the first time – TreeHugger from Discovery Communications and iRecycle from Earth911. From science and technology to culture and celebrity, the TreeHugger app offers access to green news, solutions and product information. Users can read the latest TreeHugger.com articles, check out TreeHugger's tweets, and share content via email, Facebook or Twitter.

Earth911.com's iRecycle app provides access to more than 800,000 recycling and disposal resources for more than 240 materials. It also streams the latest articles covering the trends and ideas in product stewardship and recycling that matter most, in both the application and an on-screen content widget. In addition to their inclusion in the Green ID pack, each app is being released into Android Market™ today. Both are available to download for free by anyone with an Android device.

"Leveraging mobile technology is a major focus for us," said Raquel Fagan, vice president of media, advertising and partnerships for Earth911.com. "The ease and convenience of finding local recycling information anywhere, anytime helps wireless consumers reduce waste and make more informed decisions. Collaborating with Sprint has given us the perfect opportunity to bring iRecycle to a wider audience. We're excited about including it in the Green ID pack and sharing it with others through Android Market."

The Green ID pack is free to download with Sprint's Everything Data plan. Customers with Sprint ID-capable devices can download up to five ID packs onto their phone or tablet and easily switch between them or swap them out for new ones. More than a dozen consumer lifestyle ID packs targeting specific interests are available, including Home Base, Health & Fitness, Fashion & Beauty, Socially Connected, Business Pro and Entertainment, as well as branded ID packs from MTV, ESPN, Yahoo! and HSN, among others. To see all Sprint ID packs, visit www.sprint.com/sprintid. For more information about the Green ID pack or to watch a video highlight of its features, visit www.sprint.com/greenid.

Sprint's leadership in environmental sustainability continues to receive accolades. For the second year in a row, Sprint ranked highest among all U.S. telecom companies on [Newsweek's 2010 Rankings of America's Greenest Companies](#) at No. 6. Sprint was also ranked highest among the wireless carrier industry on the Carbon Disclosure Project's "Carbon Disclosure Leadership Index." In addition, Sprint received the "[Sustainability Leadership Award](#)" at the 2010 International Electronics Recycling Conference and Expo for its leadership among wireless carriers in the recycling of mobile handsets.

To learn more about Sprint initiatives that protect the environment, go to www.sprint.com/responsibility or follow [@SprintGreenNews](#) on Twitter.

* 4G used in connection with the Samsung Epic product name refers to the fact that the Epic is capable of operating on Sprint's WiMax network.

About Sprint Nextel

Sprint Nextel offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses and government users. Sprint Nextel served more than 49.9 million customers at the end of 2010 and is widely recognized for developing, engineering and deploying innovative technologies, including the first wireless 4G service from a national carrier in the United States;

offering industry-leading mobile data services, leading prepaid brands including Virgin Mobile USA, Boost Mobile, and Assurance Wireless; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone. *Newsweek* ranked Sprint No. 6 in its 2010 Green Rankings, listing it as one of the nation's greenest companies, the highest of any telecommunications company. You can learn more and visit Sprint at www.sprint.com or www.facebook.com/sprint and www.twitter.com/sprint.

###