

# Prepaid Wireless Services May Be Just The Right Call For Older Americans

(NAPSA)—The ability to stay connected while on the go is a desire shared by a growing number of consumers, including older Americans. According to the AARP, consumers age 65 and older are the fastest-growing age group of cell phone users. The driving factor: security.

Many older Americans view a cell phone as an essential tool to have in emergency situations. Knowing that help or information is just a phone call away offers peace of mind while away from home.

Convenience is also a reason why seniors find the cell phone attractive. But whether you're 22 or 72, there are a few points that need to be considered up front before joining the wireless race.

- Determine your wireless lifestyle. One of the first things you should do before selecting a wireless phone is to determine how you are going to use it. Are you only interested in making voice calls? Do you want to be able to send and receive text messages? Picture messages? Do you just want a phone in case of emergencies? Knowing why you want a cell phone, how you plan to use it and how often are key to making the best wireless purchase.

- Select a wireless plan. Now that you've determined your wireless lifestyle, you need to pick a wireless plan. Even with a variety of payment plans available, the cost of your cell phone minutes



can add up quickly. It's important to pick a wireless plan that suits your unique wireless lifestyle. For those looking to eliminate the surprise factor from their monthly cell phone bill, a prepaid wireless plan may be just the ticket.

Prepaid wireless plans—those that allow consumers to pay for minutes up front, forgoing contracts and credit checks—are often a good option for consumers, particularly seniors, who want the security and flexibility that wireless affords, while keeping a close watch on their monthly spending. Cingular Wireless, for example, offers its GoPhone prepaid solution, which features two unique service offerings: “Pay As You Go” and “Pick Your Plan.”

With “Pay As You Go” consumers purchase prepaid cards and replenish their minutes as needed. GoPhone prepaid cards come in five denominations and are available at more than 60,000

locations, including Cingular retail stores, 7-Eleven, Western Union, Target and Wal-Mart. “Pick Your Plan” lets consumers pay for minutes ahead of time with a debit or credit card. GoPhone prepaid users can also replenish their accounts online or at select ATM machines. Additionally, GoPhone allows consumers to enjoy the same benefits as Cingular post-paid customers, such as unlimited mobile-to-mobile calling to all 51 million Cingular subscribers. Plans that feature a mobile-to-mobile option allow you to keep in touch with loved ones at a more affordable price.

- Choose the right phone. Once you've established a wireless service plan that fits your budget, the next step is to pick the phone. This is often the fun part, but it can also be the most challenging, especially if you have a limited selection of phones from which to choose or you don't know what type of phone best fits your needs. It's important to look for a wireless carrier that can provide you with an extensive selection of handsets that can fit any budget and any style.

GoPhone works on any Cingular phone. Consumers have the flexibility to select from one of three featured prepackaged phones or they can choose the Cingular phone that suits them best.

Visit [www.cingular.com/gophone](http://www.cingular.com/gophone) to learn more.