

MANAGING YOUR MONEY \$

Prepaid Plans Offer Dependable Wireless Service

(NAPSA)—Today's economic downturn, combined with record prices of gas, food and other items, has consumers looking for ways to cut costs. For many, wireless service is an expensive monthly proposition—with some consumers spending over \$100 a month—but it's also a necessity they are not willing to eliminate. For these people, prepaid wireless services have become an increasingly attractive option, with flexible and attractive offerings that can make a dollar go further.

The rise in price-conscious consumers has paved the way for the growth of the prepaid wireless industry. Atlantic-ACM, a leading telecommunications industry research consultancy, forecasts that the prepaid wireless industry will reach \$31.3 billion by the end of the decade. The prepaid market, once only considered by low-income buyers or those with poor credit, is now also ideal for discerning consumers who want to control their wireless spending.

Here are five reasons to consider prepaid plans:

1. Prepaid services give consumers flexibility and control to only pay for the minutes they use. Since consumers pay in advance, they are able to choose a plan that fits their usage habits, which eliminates overage charges and pricey surprise bills.

2. There's no need to sacrifice a reliable network for affordable prices. For instance, Boost Mobile, a leading provider of prepaid wireless service in the U.S., operates on Sprint Nextel's nationwide network, keeping costs down and giving consumers the dependability of a nationwide network, leading to fewer dropped calls.

3. Most prepaid services do not require a contract, deposit or



More and more consumers are switching to prepaid wireless plans for all their phone needs.

credit check. This makes them a popular option for younger users or customers with poor or no credit history.

4. More consumers are doing away with their landlines and using only prepaid plans that offer greater flexibility. Plans such as Boost Mobile's \$1/Day Chat Plan allow unlimited nights and weekends, unlimited mobile to mobile and unlimited text messaging for only \$1 per day.

5. Prepaid mobile phones now have all the same bells and whistles as postpaid (contract) wireless handsets, including Bluetooth, GPS, digital camera, text and multimedia messaging, wireless Web, photo caller ID, real music ringtones, wallpapers, games and more.

The newly competitive market offers savvy wireless users the opportunity to choose how and when they pay, and helps them avoid extra fees or hidden costs associated with contracts. New prepaid, no-contract wireless plans, coupled with the in-demand services and handset features that consumers want, make managing wireless spending easy.

To learn more, visit the Web site at www.boostmobile.com.