



**THE MARKET**

Once known primarily as a long-distance carrier, the Sprint name today represents innovation throughout the telecommunications field, from voice and data transmission to wireline and wireless solutions. And as Internet and wireless technologies fundamentally change the way people and businesses communicate, the field keeps growing. In fact, the telecom sector is forecast to grow at more than a 4 percent compounded annual rate through 2005 — a rate faster than most other segments of the economy.

Sprint's customer base incorporates a vast range of communication needs, encompassing individuals, families, small business owners, Fortune 500 companies, and the U.S. government. As these customers become more techno-savvy and demanding, Sprint has responded by transforming itself into a high-growth, data-driven company committed to offering total, on-demand access to communications.

**ACHIEVEMENTS**

Sprint's reputation for high-tech quality and customer care has made the brand a powerful leader in the telecommunications industry. Sprint views the market in terms of total access solutions — all distance, wireline and wireless, voice and data. Having built a strong standing in the fastest-growing segments of the industry, Sprint is poised to enhance its leadership position.

And Sprint's leadership position is well recognized within the industry. The company has

been named *Information Week's* number-one information technology innovator in the telecom industry for three years in a row. In June 2001, *SmartMoney* rated Sprint PCS number one in customer service in the wireless industry, and Sprint

received the 3G Industry Achievement Award at the 3G World Congress in 2001. Also in 2001, facilities-based carriers ranked Sprint as the number-one wholesale carrier. Sprint was also chosen as one of the top five brands that most consistently meet consumer expectations by a Brand Keys study of 146 brands (*Brandweek*, May 28, 2001).

**HISTORY**

Sprint began in 1899 as the Brown Telephone Company, a local company determined to bring the residents of Abilene, Kansas, an alternative to the phone monopoly of the day. Decades of expansion created a diversified "United Telecommunications," which provided more than 3.5 million local telephone lines in states from coast to coast. In 1984, plans were announced for the first nationwide 100 percent digital fiber-optic network, which was completed in 1987. In 1992, United Telecom adopted the nationally recognized identity of its long distance unit, changing its name to Sprint Corporation.

In 1995, with its partners, Sprint acquired PCS wireless licenses in 29 major trading areas. By 1998, Sprint had acquired its partners' interests and had full management control of Sprint PCS.

Joe Pack,  
Freestyle Aerials  
Silver Medalist

**40 miles per hour. 60 feet of air.  
1 moment of perfect clarity.**

*A perfect day. A perfect run. The results are perfectly clear.* With grace and style, our athletes make the difficult seem effortless. That's why Sprint is proud to support the U.S. Ski and Snowboard Teams, who inspire us to make everything we do — from our phone service to our customer service — as clear and simple as possible.

[www.sprint.com/sponsorships](http://www.sprint.com/sponsorships)

**Sprint**  
The Official Communications Provider to the U.S. Ski and Snowboard Teams

**Sprint**

**30** domestic minutes

**Prepaid PhoneCard**

**Acércate a los tuyos \$20**  
Get close to your loved ones

**Sprint**

**500** domestic minutes

**Sprint**

From its small-town roots, Sprint has evolved into a global communications company that serves 23 million customers in more than 70 countries. With 80,000 employees worldwide and an unmatched portfolio of telecommunications products and services, Sprint is continuing its legacy of leadership and innovation in the 21st century.

## THE PRODUCT

Sprint is preparing for the future by investing in growth areas such as:

**Internet** — Sprint operates a Tier 1 Internet backbone, carrying high volumes of traffic for thousands of businesses, Web sites, and Internet Service Providers. Sprint also is deploying its Internet backbone in 35 cities in Europe and Asia. Sprint has built Internet centers across the country to target the Web hosting and managed services market. For those always on the go, Sprint PCS service allows customers to browse the Internet, get news, entertainment, and information, and make purchases on their Internet-ready PCS phones.

**Wireless** — Sprint operates one of the fastest-growing all-digital PCS wireless networks. Sprint's wireless network technology and existing capacity make it better positioned to move to third-generation (3G) high-speed data services. Beginning this year, third-generation technology will double network capacity and increase data transmission speeds tenfold, allowing Sprint to provide higher capacity for voice and data to customers.

**Local Broadband** — Sprint provides local service in 18 states and has targeted DSL (Digital Subscriber Line) expansion in its local markets. Sprint has provided last-mile network infrastructure for more than 2,000 sites in 115 markets in support of its Sprint FastConnect DSL product.

Sprint products and services are built to provide complete, integrated solutions. This commitment to



total solutions extends to the way Sprint products and services are packaged. Customers prefer bundling their communications services, so Sprint offers packages of local service, network features, long distance, local broadband, and wireless.

## RECENT DEVELOPMENTS

Customer preference for anywhere, anytime communications persists today and will continue in the future, particularly among business customers. The area of wireless data, for example, is opening a broad new market for services, which today is only in the nascent stage. Technological advancements, in particular third-generation wireless and wireless local area networks, will prompt new applications and services that business customers demand and that Sprint can provide. Over the next four years, business is expected to account for about two-thirds of new revenue growth. In 2003, an estimated 90 percent of e-commerce transactions will be business-to-business. Sprint is poised to capture a solid share of this growth. The company has a long history of leadership in data communications services, operating the fastest-growing local telephone business, leading the industry for 15 consecutive quarters in wireless growth, and expanding its Internet services business. Sprint offers a complete portfolio in the fastest-growing segments of the industry.

## PROMOTION

When customers think of Sprint, they think of the pin drop — that simple reminder of Sprint's commitment to clarity. This widespread recognition has been cultivated with a long-running broadcast presence, as well as the extensive print advertising, growing retail presence, and strong sponsorship program that round out Sprint's promotional strategy.

Sprint's aggressive sponsorship

strategy has brought strategic alliances with some of the top sports properties in the nation — Petty Enterprises, the US Ski and Snowboard Association, American Skiing Company (ASC), Vail Resorts, and PGA of America. Partnerships are also a key part of Sprint's retail approach, creating a niche for the Sprint Brand inside RadioShack, Best Buy, Circuit City, and Staples stores.

## BRAND VALUES

According to *The New York Times* (Oct. 5, 1999), "One reason the Sprint corporate identity is perceived as so strong is because the brand's variegated advertising and marketing campaigns have resonated deeply with the consumers. The image perhaps most familiar is the 'pin drop,' initially included in commercials to convey that a Sprint long distance call was quiet and thus high-quality."

Sprint has always been different — not a faceless corporate bureaucracy, but an independent-minded, slightly irreverent company that talks straight and delivers what it promises. Today, the Sprint pin drop represents more than just a clear connection. It's the Sprint commitment to making the whole world of communications clear, simple, and accessible for real people every day.

## THINGS YOU DIDN'T KNOW ABOUT SPRINT

- To complete construction on the country's first nationwide fiber-optic network, Sprint battled floods and landslides in California's Feather River Canyon, dodged alligators in the swamps of Georgia, and scuba dove to research an endangered species of fresh water mussel before crossing the St. Croix River.
- At the time of its construction, 1997–2002, the Sprint World Headquarters in Overland Park, Kansas, was the largest building project in the history of the Midwest, using over 7.5 million bricks.
- Sprint serves more than 94 percent of the Fortune 500.
- Sprint's Internet backbone carries one-quarter of the world's Internet traffic.
- Sprint has led major carriers for the sixth straight year with the fewest FCC-reportable outages.
- Sprint was the first to build a transcontinental all-digital fiber optic network, the first to build an all-digital nationwide wireless network, the first carrier to provide commercial Internet access, and the first to complete a 10 Gbps transatlantic IP network connecting Europe and Asia.
- The Sprint Brand has a staggering 95 percent brand awareness rate.
- Sprint PCS technology runs on the same fiber-optic network that made Sprint famous in 1987.