

Key Messages

September 2008



ABOUT THE CELL PHONE ROUND-UP

- November 15th is *America Recycles Day*, and in celebration of this important cause, Keep America Beautiful, Sprint and ReCellular have come together to lead the Cell Phone Round-Up to build awareness through a month-long consumer campaign that encourages Americans to recycle their retired cell phones.
- Phones collected will generate funds to benefit local community improvement initiatives. The phones are refurbished and re-sold in developing countries around the world as a low-cost alternative to a brand-new phone. This is an easy way to fund philanthropic efforts, help protect the environment and bring new technology to developing regions.
- Sprint will donate net proceeds raised to support local efforts to reduce waste, prevent litter and beautify local Keep America Beautiful affiliate communities.
- Keep America Beautiful affiliates across the country will host local and regional events during the month of November to promote the Round-Up, pass out postage-paid recycling envelopes, and collect retired cell phones.
- The affiliates will round up retired cell phones at drop-off sites and by handing out postage-paid recycling envelopes, so participants can mail in their previously used cell phones at their convenience. Anyone interested in recycling their phone also can do so by going to www.thecellphoneroundup.com and print a free, postage-paid mailing label.
- The goal of the Cell Phone Round-Up is to raise awareness of the simple and easy steps that everyone can take to recycle their retired cell phones.
- Virtually everyone has one or two retired cell phones sitting in a drawer somewhere in their home that could be recycled. With more than 150 million cell phones retired each year, we think it is vitally important that the cell phone industry provide an easy to use, free solution to safely recycle cell phones.
- The step-by-step directions™ to use the *Cell Phone Data Eraser™*, a free resource to remove personal information from your cell phone prior to recycling, are available at www.recellular.com/recycling/data_eraser
- The Cell Phone Round-Up is one of many community awareness campaigns being launched in an effort to educate consumers on recycling their phones.
- The Cell Phone Round-Up is part of Keep America Beautiful's "Wipe Out Wireless Waste" program, conducted in conjunction with Sprint and ReCellular.

CELL PHONE RECYCLING

- The average life of a cell phone is 18 months.
- In the United States, it is estimated that 150 million cell phones will be retired this year. Imagine the difference each of us can make if we just do our part.
- Nationwide, 10 percent of cell phones ready for end of life management are recycled.
- 202,000 ounces of gold can be recovered if those phones were recycled.
- On average, ReCellular, Inc. prevents over 10,000 pounds of phones from entering landfills monthly.
- Do your part! Recycle your used cell phones for a cleaner, healthier environment.

Protect your Privacy!

Two things to remember before you recycle a cell phone:

1. Terminate your carrier service. If you stayed with the same company or ported your phone number to a new provider, service to the old phone has probably been disconnected. Contact your service provider for more information.
 2. Clear memory of contacts and other stored information. To erase personal data and do a hard reset on your mobile phone, refer to your owner's manual or the manufacturer's website for instructions. Remove the SIM Card if your phone has one. Also, make sure to remove any user locks from your mobile phone, or set the password to 0000. Always remember to check your phone to confirm that you have successfully cleared all information.
- ReCellular offers a safe and secure way to erase personal data stored on a mobile phone with a free, online *Cell Phone Data Eraser™* tool available at http://www.recellular.com/recycling/data_eraser

Special Note: When a mobile phone is collected, all personal information is removed from each device via an extensive data removal process. This service is cost-free and guarantees that all proprietary applications, customer, supplier and vendor data – as well as personal information, is safely and securely removed from the retired phone.

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