

COMMITMENT TO INTERNET SAFETY

Sprint's corporate responsibility program, Sprint Good WorksSM, is guided by the principle that doing the right thing is good business. More than a statement, it's also a belief: Good does indeed workSM. That's why we are committed to addressing the impacts that have come with our increasingly connected and mobile society. With 95 percent of all teens online and 80 percent users of social media sites*, it is more important than ever to understand the potential risks that come along with navigating an expansive online world.

Sprint is a longtime advocate of seeing that families and educators have free and easy access to educational resources to keep kids safer online. Through our Internet-safety program, 4NetSafety, Sprint demonstrates how good corporate citizenship works to bring people and resources together so that young people may continue to work, learn and play online in safety. Visit 4NetSafety.com to learn more.



ABOUT THE 4NETSAFETY PROGRAM:

In 2007, Sprint launched 4NetSafety to open the lines of communication about Internet safety and offer free resources for children and adults. The 4NetSafety site offers tips and tools related to many online safety topics such as cyber bullying, gaming, online predators, privacy, sexting, social networking and Web cams.

Recognizing that Internet safety affects many audiences, content is aimed not just at teens and tweens, but also at parents, guardians and educators. For instance, young people can learn through educational games and animated videos; teachers can download free lesson plans and even request a free online education resource kit via mail; and parents will find many tips for Internet safety at home, plus links to Sprint products and services designed with family safety in mind. All content is provided free of charge, and users do not need to be Sprint customers to access the site.



OUR 4NETSAFETY PARTNERS:

Sprint has partnered with leading child development and safety organizations to deliver FREE resources for kids, parents, guardians and educators.

- National Center for Missing & Exploited Children (NCMEC) - www.NSTeens.org
 - Since 2007 Sprint has been a leading national partner of the NCMEC, providing ongoing support for the NSTeens and NetSmartz programs. Designed for ages 8-13, and provided for free to educators and parents nationwide, NSTeens teaches tweens to make smarter decisions online. NSTeens helps open lines of communication about Internet safety between kids and the adults who care for them.
 - NSTeens is part of NCMEC's successful NetSmartz Workshop (www.NetSmartz.org), one of the nation's most popular Internet safety resources. NetSmartz Workshop offers free, research based materials designed specifically for children and serves as a resource for parents, educators, law enforcement, and others.





**BOYS & GIRLS CLUBS
OF AMERICA**

DID YOU KNOW:

- **Five million** Facebook users are under the age of 10.*
- **51 percent** of teens have given out personal information online to someone they don't know.*
- **33 percent** of teens have been victims of cyber bullying.*

*CyberSafeFutures.org

- Boys & Girls Clubs of America (BGCA) - www.cybersafefutures.org
 - The Sprint sponsored Cyber Safe Futures campaign takes place each June in honor of Internet Safety Month and addresses key Internet safety issues. The campaign features youth educating parents on potential cyber dangers through short videos with downloadable infographics and discussion cards for parents and teachers.
 - Sprint also hosts Internet Safety Month events in Boys & Girls Clubs across the country and holds a national "Caption This!" slogan contest where teens are asked to submit a slogan communicating a message about one of the following media safety topics - mobile smarts, social networking and online privacy.
 - Sprint is an annual sponsor of the National Youth Keystone Conference and the National Conference and provides sessions on Internet safety topics to all attendees.
- Family Online Safety Institute - www.aplatformforgood.org
 - Sprint joined with the Family Online Safety Institute, an international non-profit organization, to help launch A Platform for Good, an interactive website designed to help parents, teachers and teens connect, share and do good online. The site emphasizes communication and collaborative learning and through features like videos, sweepstakes, blogging and more.

4NETSAFETY FUNDING:

Since 2007, Sprint has donated more than \$5 million to Internet safety. Funding is provided in large part through **Sprint Project Connect**, a charitable phone-recycling program through which customers and non-customers can donate their no longer used wireless devices with net proceeds benefiting 4NetSafety. Sprint Project Connect is an example of how Sprint continues to make a difference in areas that affect us all – in this case, our impact on the environment and the online safety of our families.

Recycle old wireless phones, chargers, batteries and accessories at any Sprint-owned retail store or online at sprint.com/projectconnect.



Visit 4NetSafety.com to learn more.

Printed on 100% post consumer recycled and FSC-certified paper.