



News Release

Sprint Reaches 4,500 Stores, Making it One of the Largest Retailers in the U.S.

OVERLAND PARK, Kan., July 1, 2015 – Sprint (NYSE: S) is rapidly expanding its retail distribution with its “store-within-a-store” concept at co-branded RadioShack locations.

General Wireless Operations announced today that it completed the purchase of the RadioShack brand, securing Sprint’s ability to quickly expand its presence and give consumers access to industry-first leasing plans and the latest devices. Sprint will have a presence in 1,435 Sprint-RadioShack stores by the first week of July. About 300 stores will be completely renovated to the new store-within-a-store model at that time, with the remainder scheduled to be completed by the end of the year. These stores will have new signage, new fixtures and a look-and-feel that is similar to other Sprint-owned stores.



The addition of the Sprint-RadioShack stores expands Sprint’s total retail footprint to approximately 4,500 locations in the United States.

“We are quickly revamping these stores across the country to provide a great customer experience. The Sprint Store at RadioShack will give customers more convenient locations where they can buy our Sprint, Boost and Virgin Mobile products. There has never been a better time to do business with us.”

Jaime Jones, president, Postpaid and General Business

Retail store expansion and Direct 2 You

Coupled with an aggressive retail expansion, Sprint recently announced the innovative Direct 2 You service. Through this one-of-a-kind offering, a Sprint expert helps customers set up a Sprint mobile device at any location the customer chooses. Originally offered only to existing Sprint customers, Direct 2 You has expanded and is now available to everyone, including those ready to switch to Sprint. This service is expected to roll out nationwide with thousands of vehicles throughout 2015.

“By expanding our branded retail stores and introducing the innovative Direct 2 You service, we’re offering customers convenience, flexibility and choice when doing business with Sprint.”



Jaime Jones, president, Postpaid and General Business

About Sprint

Sprint (NYSE: S) is a communications services company that creates more and better ways to connect its customers to the things they care about most. Sprint served more than 57 million connections as of March 31, 2015, and is widely recognized for developing, engineering and deploying innovative technologies, including the first wireless 4G service from a national carrier in the United States; leading no-contract brands including Virgin Mobile USA, Boost Mobile, and Assurance Wireless; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone. Sprint has been named to the Dow Jones Sustainability Index (DJSI) North America for the past four years. You can learn more and visit Sprint at www.sprint.com or www.facebook.com/sprint and www.twitter.com/sprint.

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