



Sprint Expands Direct 2 You from Coast to Coast

Direct 2 You service delivers new phones to customers virtually whenever and wherever they want – for free

Expanding today into Charlotte, N.C., Cincinnati, Las Vegas, Nashville, New Orleans, Pittsburgh and Salt Lake City

Overland Park, Kan., Oct. 13, 2015 - Today, [Sprint](#) (NYSE: S) expands its Direct 2 You service to reach more places across the country which means that customers in Charlotte, N.C., Cincinnati, Las Vegas, Nashville, New Orleans, Pittsburgh and Salt Lake City can now enjoy the exclusive service that brings the retail experience to your front door.

If you're at work, at home or at the corner coffee shop, you can request your new phone to be delivered and customized to your preferences where you are and at just about any time you want, eliminating the hassle of driving or walking to a store. Let's say you want a new iPhone 6s; simply sign up online or call, choose Direct 2 You, and the new phone will be delivered to you at the specified address and desired time - plus, a Sprint expert will help you to transfer content from your old device to your new phone.

Signing up for Direct 2 You is easy. You can schedule an appointment by calling 844-347-2968 or through <https://sprintdirect2you.com>. In addition to setting up the phone, the Direct 2 You expert will transfer all content, including contacts, pictures, games and apps, to ensure the device is ready to go. The expert also provides personalized training and tips to help you become familiar with using your new mobile device.

"We're excited to see such positive customer reaction to Direct 2 You. Customers appreciate that you can specify delivery for home, office or even a child's soccer game. We make sure that the experience of getting a new Sprint phone is easy, convenient and stress-free."

Rod Millar, vice president, Sprint

Sprint is currently offering a social media promotion for Direct 2 You customers. Every Direct 2 You customer can enter to win \$250,000 by simply posting a picture of themselves with the Direct 2 You representative that delivered the service to Twitter or Instagram and including [#Direct2You](#) and [#Sweepstakes](#). The customer is then automatically entered to win \$250,000 at end of 2015¹.



Today's expansion makes Direct 2 You available in even more major metropolitan areas, joining front-runners New York, Los Angeles, Chicago, Denver and Atlanta. Direct 2 You plans to extend its reach even farther in 2016, bringing wireless sales and setup directly to customers from coast to coast virtually wherever and whenever they choose – for free².

Customers in other cities who have tried Direct 2 You since it launched are thrilled with the personalized service. Among the feedback:

“Over the moon. Expert upbeat. Answered all questions, worked out all glitches. You don't know the benefit of being a busy professional, and having someone come to your home and help you with your phone.” – Miami

“I think this is an excellent feature that Sprint is offering, and please keep up the good work.” – Chicago

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 June 30, 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.

¹ **Sweepstakes:** No purchase necessary to enter or win. Void where prohibited. Open only to legal residents in the United States, 18 years of age and older at the time of entry. Sweepstakes ends at 11:59p.m. CT on 12/31/15. For complete Official Rules, including entry instructions and prize details, visit www.sprint.com/direct2you. Sponsor: Sprint Communications Company L.P.

² Within participating markets, Sprint will have specific delivery zones. Upon setting up your appointment, the specialist will determine if your desired location is eligible for Direct 2 You.

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