



News Release

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Sprint and M2M DataSmart Make it Easier to Bring an Embedded Device to Market

New Partnership Will Drive Innovative Applications and Provide Quick Go-to-Market Strategy for Machine-to-Machine Wireless Devices

OVERLAND PARK, Kan., and SAN DIEGO – Sept. 1 – It's not just about phones anymore. In a move that will multiply the selection of embedded wireless devices operating on America's most dependable 3G network, Sprint (NYSE:S) and M2M DataSmart announced today that they have formed a multiyear partnership. This collaboration will make it easier and quicker for an entrepreneurial startup or a traditional brick-and-mortar to take an idea from concept to completion and enter the lucrative machine-to-machine arena using Sprint mobile broadband.

Sprint is an established leader in the machine-to-machine and embedded device marketplace – enabling partner solutions such as the Amazon Kindle, Ford Work Solutions and DriveCam. Through the Sprint Open Device Initiative, Sprint has certified more than 300 non-Sprint branded machine-to-machine and embedded devices for use on the Sprint mobile broadband network. The new partnership between Sprint and M2M DataSmart will allow even more interested businesses to enter the machine-to-machine market. For more information, visit www.sprint.com/wholesale/m2m.shtml.

Sprint and M2M DataSmart will become a "one-stop shop" for machine-to-machine solutions. M2M DataSmart provides a full portfolio of services that make embedding wireless within a variety of devices and applications an easy and quick process. New products can get to market more quickly by relying on M2M DataSmart's ability to provide test accounts, assist with certification and engineer applications. Developer kits and developer test accounts will be available with end-to-end provisioning and activation. Additionally, M2M DataSmart and Sprint offer some of the best prices on airtime for this market.

"The demand for sophisticated M2M applications that provide data transmission is growing," said Steve Hilton, vice president of research, Yankee Group. "Specifically, the rapid growth in M2M healthcare, energy and fleet services is fueling the need for faster and easier deployment models."

"At Sprint, we continue to blaze ahead of our competition with our M2M device strategy, and this is another leap into the future," said Dan Dooley, president of Sprint Wholesale Solutions. "The increasing demands of the M2M market highlight the need for the flexibility, choice, value and operational services that M2M DataSmart can provide."

"Getting a new machine-to-machine device to market requires a partner that is knowledgeable about advanced applications and has the expertise to work with a wholesale application provider," said Charles Gunderson, president of M2M DataSmart. "Our focus on the machine-to-machine market – backed by Sprint's superior mobile broadband network – is the solution that will allow this emerging market to really grow."

About M2M DataSmart

M2M DataSmart is a new wireless data service provider for the emerging machine-to-machine (M2M) marketplace. The company's core business is providing affordable M2M airtime plans that are tailored to the application. M2M DataSmart reduces time to market by helping customers choose the correct CDMA module, providing test accounts, and assistance in certifying the application on the Sprint network. M2M DataSmart is a privately held company based in San Diego. For more information, visit www.m2mdatasmart.com.

ABOUT SPRINT NEXTEL

Sprint Nextel offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses and government users. Sprint Nextel is widely recognized for developing, engineering and deploying innovative technologies, including two wireless networks serving almost 49 million customers at the end of the second quarter of 2009; industry-leading mobile data services; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone. The company's customer-focused strategy has led to improved first call resolution and customer care satisfaction scores. For more information, visit www.sprint.com.