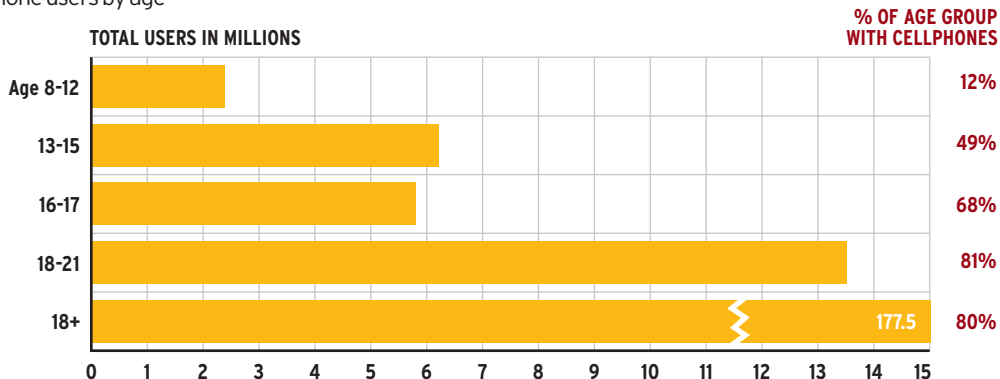


# The Consumer



## WHO'S CONNECTING WITH WIRELESS

U.S. cellphone users by age

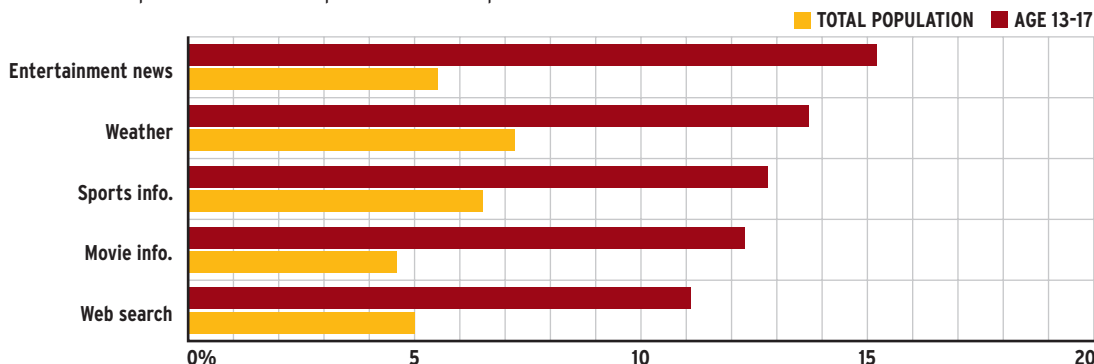


More info: harrisinteractive.com

Source: Harris Interactive (July '05 for 8-21 breakouts; Jan. '06 for 18+); Census Bureau (# users based on Census '05 pop. projection and Harris %s)

## ACCESSING NEWS & INFO

Percent of cellphone users who in past month used phone to access...

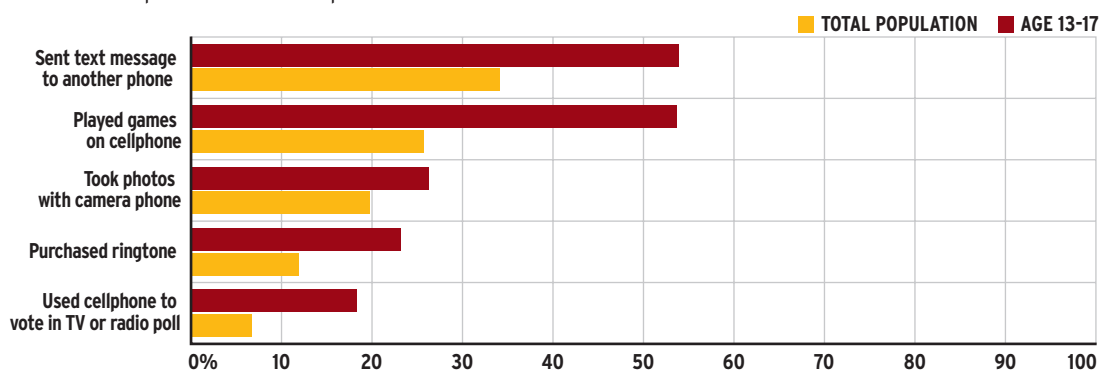


More info: mmetrics.com

Source: M:Metrics, average for 3 months ended Jan. '06

## TEXT MESSAGING, GAMES & PHOTOS

Percent of cellphone users who in past month...

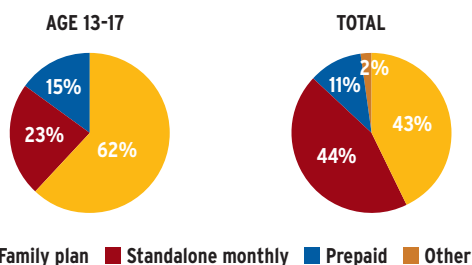


More info: mmetrics.com

Source: M:Metrics, average for 3 months ended Jan. '06

## CELLPHONE PLANS & TIME

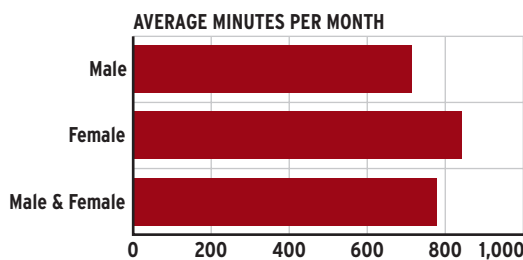
What type of wireless plan are you on?



More info: npd.com

Source: NPD Group's Mobile Consumer Track, Jan. '06

How much time teen users spend with the cellphone.



1. Age 13-17. More info: telephia.com

Source: Telephia's Q4 '05 Mobile Youth Report