

# News Release

For Immediate Release:

## **Three Tips for Cutting Your Family's Mobile Phone Bill in 2012**

*Holland, OH, January 6, 2012* – The new year typically finds families looking at ways to get back on budget and cut costs from their monthly expenses. And 2012 will certainly be no exception as economic concerns linger. With a Pew research study earlier this year indicating that 90% of adults live in a household with at least one cell phone\*, taking a closer look at cell phone charges is one easy way for most families to save. The experts at [Page Plus Cellular](#) have compiled three tips to help.

**Do your homework on your household.** Many families are paying for services or service levels that they never use. The primary factors that determine the cost of a mobile phone plan are the volume of calls, texts and data used. Unlimited data plans are a popular trend, but if you have family members who rarely download pictures, stream video or surf the web on their phone, you may be paying for something they never use. For most smart phone users, a few hundred megabytes of data in a month is plenty. So, take a close look at your usage over a period of three-to-six months to see who in your family is really in need of a heavy data plan. And while you're in research mode, have a conversation about what features each person does and doesn't use on his/her phone. Not everyone may need the newest "it" phone or the costs that go with it.

**Look at all options, including prepaid plans.** Research has indicated that one in five cell phone users intended to switch to a prepaid plan over the last 12 months.\*\* Why? Cost savings certainly. Monthly plans that can range between \$70 and \$120 with traditional postpaid carriers can often be found for under \$50 with prepaid providers. On top of savings, prepaid customers now have more choices than ever when it comes to phones and even service plans that cater to each family member.

"We see families where one spouse is a heavy data-user so he/she is on our 55 plan that includes unlimited voice minutes, unlimited text and picture messages, and 500 MB of data for \$55 per month." said Denny Scher, Page Plus marketing manager. "At the same time, the other spouse who uses less data is on our Unlimited Talk n Text plan for just \$39.95 per

month. They might also have a tween who is just being given responsibility for a cell phone using our intro 12 plan with 250 voice minutes, 250 text/picture messages and 10 MB of data for just \$12 per month. As a family, their costs can be less than those for just one person on a postpaid plan.”

**Seek out Wi-Fi whenever possible for data usage.** With hotspots available almost everywhere, including most likely in your own home, using Wi-Fi networks can dramatically decrease a family’s reliance on cellular data usage. An added bonus – those who actively seek Wi-Fi for their cell phones often report this practice helps extend battery life. Another option, if you are really trying to cut costs, is to make it a family habit to limit Web browsing to laptops and desktops.

**About Page Plus Cellular** Page Plus Cellular is a prepaid cell phone service provider with nationwide [coverage](#) on one of the largest wireless networks in the United States. Page Plus is consistently ranked among the top prepaid mobile providers for low rates, flexible plans and exceptional customer service. Page Plus cell phones and [prepaid cellular plans](#) are available through its large national network of dealers, and on its Web site at [www.PagePlusCellular.com](http://www.PagePlusCellular.com).

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\* *Pew Internet & American Life Project. A closer look at generations and cell phone ownership.* <http://www.pewinternet.org/Infographics/2011/Generations-and-cell-phones.aspx>

\*\* *CNET. One in five to switch to prepaid mobile service,* [http://news.cnet.com/8301-13506\\_3-20021834-17.html](http://news.cnet.com/8301-13506_3-20021834-17.html)