



# RECELLULAR

HELLO AGAIN.

## NEWS

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## **RECELLULAR AND PAGE PLUS TO PROVIDE \$75 MILLION IN ECONOMIC STIMULUS TO WIRELESS CUSTOMERS IN 2009**

LAS VEGAS, April 2, 2009 – At CTIA Wireless 2009, ReCellular announced that the company will provide 500,000 refurbished phones to Page Plus in 2009. The arrangement provides Page Plus customers with like-new handsets at an average savings of \$150 compared to new equipment. As a result, Page Plus customers will save an estimated \$75 million in 2009.

“In these challenging times, everyone is looking to get the most value for their dollar,” says Chuck Newman, ReCellular CEO. “With Page Plus, we are able to save wireless customers a phenomenal amount of money, while providing a user experience identical to buying a new phone.”

ReCellular collects an average of 25,000 phones every work day – and expects to collect more than 6 million handsets in 2009. Approximately half of the phones processed for reuse, including a proprietary call testing and data-removal process that scrubs all personal data from the handset. Refurbished phones, such as those used by Page Plus, are cosmetically renewed, reprogrammed, and then packaged for resale.

As a result, Page Plus is able to offer like-new handsets for prepaid subscribers for \$20 to \$90. For example, Page Plus offers refurbished Motorola E815 phones with Bluetooth connectivity, MMS capability, and a one megapixel camera for just \$50. Verizon Wireless offers the comparable Motorola MOTO VU204 phones, with Bluetooth connectivity, MMS capability, and a two megapixel camera for \$200.

“We pride ourselves in providing exceptional service and value for Page Plus subscribers,” says Dean McDowell, Page Plus Chief Financial Officer. “A key component of our business is identifying quality, affordable refurbished products that we can confidently provide to our customers. We have been consistently impressed with ReCellular’s ability to provide a reliable volume of refurbished products with the value and quality we need to meet our customer demands.”

By extending the lifecycle of 500,000 phones in 2009, the ReCellular and Page Plus arrangement also will reduce the amount of phones entering landfills, and reduce the materials and energy consumed to produce new technology. According to the University of Tennessee Center for Clean Products and Clean Technologies Electronics Environmental Benefits Calculator, reusing 500,000 phones effectively:

- Conserves 1.6 million kilograms of greenhouse gas emissions, equivalent to taking 1,305 passenger cars off the road for a year

- Conserves 21 million kilowatts of electricity, enough to power 1,851 homes for a year
- Eliminates 68,000 pounds of municipal solid waste

“Buying a refurbished phone is a rare opportunity to save money, protect the environment, and receive an excellent product,” says Newman. “We are proud to work with Page Plus to develop a successful, sustainable model for the wireless industry.”

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**About ReCellular Inc.:**

*With offices in the United States and Hong Kong, ReCellular Inc. is the world's leading electronics-sustainability firm. We provide solutions for the collection, reuse and recycling of used personal electronics that generate financial return for our partners, quality products for our customers, funding for charity organizations, and protection of the environment. Corporate, charitable, consumer and wholesale information is available at [www.ReCellular.com](http://www.ReCellular.com).*

**About Page Plus**

*Page Plus is one of the nation's leading mobile virtual network operator (MVNO), headquartered in Holland, Ohio. Founded in 1998, the privately held company currently services a large nationwide subscriber base and a nationwide network of more than 10,000 independent dealers. Page Plus strives to deliver straightforward communication tools that are smart and convenient, unparalleled customer service, and high value for our subscribers. More information can be found at [www.pagepluscellular.com](http://www.pagepluscellular.com).*