



News Release

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Sprint Customers Get New Location-Aware Shopping Application from GPShopper

Slifter from GPShopper gives Sprint customers the power to search for products and promotions from local retailers using their Sprint phones.

OVERLAND PARK, Kan. and NEW YORK, NY – June 7, 2007 – Sprint customers can now search and find products at local retailers, see price and availability information, and get directions to the store – all on select Sprint phones. Sprint (NYSE: S) and GPShopper today announced the launch of Slifter, the first mobile local product search application that employs GPS technology to find products at neighboring retail locations.

Slifter makes real-world shopping more interactive: customers simply enter a keyword, product name, model number or UPC code to find a product. They can then view product availability, price and promotional information. Sprint GPS capabilities ensure the closest possible retailers are identified in the search. From video games to vacuum cleaners, using Slifter, Sprint customers can now search for more than 85 million products available at more than 30,000 retail stores across the country.

"Sprint's industry-leading GPS applications make everyday tasks like shopping easier for our customers by providing relevant information when and where they need it," said George Ranallo, director of wireless data applications for Sprint. "With Slifter from GPShopper, Sprint customers can use their phones to find the closest retailer to purchase a desired item, without needing to check a phone book, Internet listing or map."

Shoppers using Slifter can save items to a shopping list, and can also share their finds by sending product information to their friends' and families' mobile shopping lists.

"We are thrilled to be working with Sprint to bring Slifter to Sprint customers," said GPShopper founder and CEO Alex Muller. "Sprint, the leading distributor of GPS-enabled applications, and Slifter are revolutionizing the shopping experience by empowering consumers to use their mobile phones to find information on products and promotions at local retailers."

Slifter is immediately available for download for \$1.99 per month.* To download, Sprint customers should select the Web icon on their phone's main menu and then type "Slifter"

* Standard data usage charges apply.

in the search box, or download via a PC by visiting the Sprint Digital Lounge at www.sprint.com/digitallounge. Standard data charges also apply.

Sprint has the longest history of providing location-based services in the wireless industry, beginning in 2000 with location and mobility services; the first GPS-enabled phone to support E911 services in 2001; the first navigation service on wireless phones with turn-by-turn driving directions in 2003; and the first family location service in 2006. Sprint offers more than a dozen consumer GPS applications, including navigation, local search and specialty applications, such as Sprint Navigation, Sprint Family Locator, Smarter Agent Apartments for Rent and BiM Active by Bones in Motion.

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 robust wireless networks serving 53.6 million customers at the end of the first quarter 2007; industry-leading mobile data services; instant national and international walkie-talkie capabilities; and an award-winning and global Tier 1 Internet backbone. For more information, visit www.sprint.com.

About GPSHopper

New York City-based GPSHopper is the leading mobile marketing technology company focused on retail shopping. By using wireless technologies, brands and retailers can communicate product, store and promotional information to their shoppers on the go. The company's flagship consumer product, Slifter, is North America's leading mobile local product search and shopping list application. It is accessible for free via SMS (text "SLIFTER" to 75438), wireless web, or java application download on almost any mobile carrier/device combination – see www.slifter.com for details. For more information on GPSHopper and its products and services, please visit www.gpshopper.com.

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