

# **Exhibit 2**

# Introducing Safelink Wireless®

- A. Safelink Wireless® provides a free wireless phone and free minutes each month to qualified households under a government funded Lifeline Assistance Program. In this program, you will receive free wireless service, a free wireless phone with an allotment of monthly minutes (number of minutes varies by state), unlimited emergency calling and access to the largest pre-paid wireless provider in the country.
- A. Safelink Wireless® is FREE! You will never get an invoice or bill. With this program, no contracts are required. It is free to apply and no credit is needed.
- A. To see if Safelink Wireless® Service is offered in your area and to request an application, please call 1-800-977-3768 or visit us at [www.safelinkwireless.com](http://www.safelinkwireless.com). Once your application has been submitted and approved, you can expect to receive your free phone within 10 days.
- A. To qualify for Safelink Wireless®, you must either participate in a government assistance program or qualify based on a certain yearly household income, as well as be located in Safelink Wireless® coverage area. The program is limited to one phone per qualified household. Some states require you to provide your Social Security number on the application. No credit report is run and all of your information is securely and confidentially held. Call 1-800-977-3768 or for faster service, visit [www.safelinkwireless.com](http://www.safelinkwireless.com) to see if you qualify and to request an application.
- A. Currently, there is no expiration on the service. You will be asked to re-qualify once a year.
- A. Safelink Wireless® is able to provide you with a wireless phone and minutes all at no charge, by participating in a government funded program called Lifeline Assistance, which provides low or no cost phone services to qualified customers.

FREE  
wireless  
service  
and  
phone

A FREE Safelink  
Wireless®  
cell phone

Unlimited access  
to emergency 911  
calling

An allotment of free  
monthly airtime!

Free minutes can be  
used for domestic  
long distance or  
international long  
distance calls

Free Voicemail  
Account

Access to additional  
discounted airtime  
available at local  
retailers

No invoices,  
nothing to pay!

For questions concerning Lifeline Assistance as offered by Safelink Wireless®, call us at 1-800-977-3768 or visit us at [www.safelinkwireless.com](http://www.safelinkwireless.com)

# Safe

# Link

WIRELESS

## Dear SafeLink Wireless® Customer,

We are happy to inform you that you have been approved for SafeLink Wireless®, a government-supported program that provides a free cell phone and free minutes of airtime each month to customers who qualify. The free phone and airtime is brought to you by SafeLink Wireless® and valued at over \$200 over the course of a year, the free minutes vary as approved by each State.

### A. To turn on your SafeLink Wireless® phone:

1. Install battery and back cover
2. Plug charger into the SafeLink Wireless® phone and outlet
3. Press and HOLD the red **PWR/End key** on the right of your keypad until you see the TracFone logo and hear a musical tone.

### B. To complete your Activation:

1. Go to the **"Prepaid"** menu, by pressing the **MENU** key, which is the round key in the center of the navigation keys. Press **SELECT**.
2. **"Add Airtime"** will be highlighted, press **SELECT**.
3. Dial **5 5 5** and press **OK**.
4. **"Have a promotional code?"** should be displayed on your SafeLink Wireless® phone screen. Press the key below **"NO."** Your phone will display a confirmation message.

### How your SafeLink Wireless® service works:

1. Your phone comes activated with 365 days of service and your first allotment of monthly minutes. During the following 11 months, your SafeLink Wireless® phone will AUTOMATICALLY receive 68 minutes of airtime AT NO COST. Please remember to keep your phone turned ON during the first three days of each month to receive your minutes. **If you have not received your minutes after the 5th day of each month, you can obtain them directly from your SafeLink Wireless® phone by following the instructions in Section B.**
2. Unused minutes won't expire; they will rollover to the next month. In case of emergency, you can always call 911 for free.
3. Every 12 months, you MUST complete the application process to certify your continued eligibility in the SafeLink Wireless® service and to continue to receive your benefit minutes on a monthly basis.

### Important information about your SafeLink Wireless® phone:

1. To set up and access your VOICEMAIL press and hold the number "1" key and follow the instructions.
2. Make international calls to over 60 destinations at the same price as a local call. To make International calls dial: 1-800-706-3839 and follow the instructions.
3. Once you have used your free airtime, you can add more minutes by buying additional SafeLink Wireless® airtime cards (coming soon) or TracFone airtime cards.
4. SafeLink Wireless® is a service of TracFone, America's #1 Prepaid Cell Phone. As such, you will receive a TracFone branded handset. For more information about your SafeLink Wireless® phone, refer to your TracFone Guide enclosed in your package.

Thank you, for choosing SafeLink Wireless®. We appreciate the opportunity to provide a little help in times of need. And we look forward to keeping you linked to the things that matter most in your life.

Sincerely,  
SafeLink Wireless®

# Email HTML Example:

SafeLink  
WIRELESS



## Out of Minutes? We have More!

Add a 60 Minutes card and  
get 120 total minutes instantly!  
Use promotional code 43187.



**▶ BUY AIRTIME ONLINE NOW**

**▶ HOW TO USE PROMOTIONAL CODES**

**Hurry, this offer is only valid for Serial Number #ESN# and expires #EXPDATE#.**

Offer valid for SafeLink Wireless customers. Promotional code is valid for one use only. Only one promotional code per transaction. When you purchase, activate, or use a TracFone and the TracFone Wireless service, you agree to comply with the terms and conditions of the offer, which are subject to change from time to time without notice. TracFone® is a registered trademark of TracFone Wireless, Inc. © 2009 TracFone Wireless, Inc. 8700 NW 112th Avenue, Meeley, FL 33178. All rights reserved.

## **SMS Example:**


*“Only 4 SafeLink. Add a TracFone 60 Mins Card & get 120 total Mins using promocode 43187 by 11/30”*

# Direct Mail Example:



*We are putting more Minutes of talk time under Your tree.*



 <p>60 MINUTES</p>	<p><i>Get Twice as many minutes!</i></p> <p>Enjoy a total of 120 Minutes when you add a 60 Minutes card using promotional code 98444*</p>	 <p>120 MINUTES</p>	<p><i>Enjoy a total of 210 Minutes</i></p> <p>Enjoy a total of 210 Minutes when you add a 120 Minutes card using promotional code 12695*</p>
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\*Bonus Minutes offers are only valid for SafeLink Wireless customers when you buy and add a TracFone 60 Minutes airtime card using promotional code 98444 or a TracFone 120 Minutes airtime card using promotional code 12695. Promotional codes are valid for 30 days and expire December 31, 2010. Only one promotional code per transaction. Special event may vary based on dealer's interpretation. When you purchase, upgrade, or use a TracFone card the TracFone Wireless service, you agree to comply with the Terms and Conditions of Service found at [www.safeLink.com](http://www.safeLink.com), which are subject to change from time to time without notice. SafeLink is a service of TracFone Wireless, Inc. © 2009 SafeLink Wireless, Inc. 3700 NW 112th Avenue, Miami, FL 33186. All rights reserved.