



News Release

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Sprint Solution Enabler Partners Can Now Serve as a One-Stop Shop for Developers Accessing Multiple APIs

Sprint announces new solution enabler partners: LOC-AID, Neustar, OpenMarket and TechnoCom

Sprint continues to make it easier for developers to create innovative mobile apps and solutions

OVERLAND PARK, Kan. – March 21, 2011 – Sprint (NYSE: S) announced today four new partners with expanded capabilities that make it even easier for developers to create innovative applications and wireless solutions for both consumer and enterprise customers. The new solution enabler partners – LOC-AID, Neustar, OpenMarket and TechnoCom - will now have direct access to all of Sprint's application programming interfaces (APIs). A first among carriers, this direct access will enable approved developers to access location, messaging, presence, geofencing, payments and additional APIs through one partner platform. In addition, this will simplify and accelerate the certification and on-boarding process for applications and solutions.

At the tenth annual Sprint Developer Conference last fall, Sprint introduced the [Sprint Services Framework](#) which provides a single Web 2.0 interface for developers to access APIs directly from Sprint. Through the Sprint Services Framework, developers have seamless capabilities across most Sprint devices including mobile handsets and embedded devices, operating systems and development environments including Web pages and applications. Sprint is building on that today with the introduction of solution enablers who also may provide this access for developers across a range of APIs.

"Our solution enabler partners are a key component to Sprint's Open Strategy," said Kevin McGinnis, Sprint vice president-Product. "By giving our solution enabler partners access to multiple APIs, developers can now easily build richer apps and do not have to reach out to each partner separately. Also, through the Sprint Services Framework, developers have a choice to work directly with Sprint or one of our partners to optimize and go to market with their application."

Sprint Solution Enablers:

LOC-AID – LOC-AID is the world's first and largest Location-as-a-Service (LaaS) company. It location-enables any wireless device for any mobile application by providing a single API that assists companies in locating their mobile customers with no application to download. LOC-AID provides a range of location enablement services, including x/y coordinate delivery, geofencing, geocoding, map appends and location. Large enterprises use our APIs for fraud prevention, mobile marketing, authentication, mobile analytics, and customer relationship management in industries like Financial Services, Retail, Asset Tracking, Healthcare, Entertainment, IT Security, Education, eCommerce, Government, Manufacturing and Hospitality. For more information, please visit www.loc-aid.com.

Neustar (NYSE: NSR) - a leader in providing carriers and enterprises with solutions for sending calls, messages, and content across networks worldwide, is partnering with Sprint through its Neustar Intelligent Cloud solution. The Neustar Intelligent Cloud provides solution providers, content companies and enterprises the right tools for creating and delivering smarter, scalable mobile applications and services across multiple



operator networks. The newly launched solution combines Neustar's own mobile discovery and information services with messaging, location and presence services accessed through Sprint's Services Framework. This partnership results in the ability to create streamlined mobile services and better mobile experiences for Sprint subscribers. For more information, visit www.neustarintelligentcloud.biz.

OpenMarket – OpenMarket, a division of Amdocs, is a leading global mobile transaction hub. OpenMarket provides a comprehensive set of payments, messaging and value-added services to developers in a cross-channel, cross-platform environment. OpenMarket works with strategic mobile operator partners like Sprint to continuously expose high-value enablers to application developers, thus driving innovation in the mobile ecosystem and facilitating valuable services to mobile consumers. OpenMarket allows developers to build innovative applications and monetize them by leveraging enablers such as payments, location and messaging capabilities via the highly scalable and available OpenMarket platform. For more information, please visit www.openmarket.com.

TechnoCom Corporation - A leading provider of enterprise location solutions is expanding its capabilities to deliver location-based and messaging services to businesses. Using the open network services provided by Sprint Services Framework, TechnoCom Location Platform™ enables caller location determination and mobile messaging to foster development of new, location-aware applications for Sprint and Nextel subscribers. Designed to deliver operational efficiencies and ubiquitous access for mobile and landline user location and messaging, TechnoCom Location Platform provides enterprises with the most comprehensive turn-key, cross-carrier, cross-device Web services platform for new revenue-generating applications. For more information, please visit www.technocom-wireless.com.

About Sprint Developer Program

Companies interested in becoming a solution enabler with Sprint can find additional information on the [Sprint Developer website](http://www.sprint.com/developer). Sprint follows a wholesale model with its solution enabler partners which enable them to create their own business models when working with developers.

Sprint offers customers access to thousands of apps and data services and a variety of award-winning smartphones that use Android, RIM, Palm webOS or Microsoft Windows® platforms. Sprint views the developer community as a forum for creativity, and invests in technology and processes that enable developers to have access to important capabilities unique to Sprint's networks, with an always-evolving Developer Program established in 2001. Sprint offers access to more APIs than any other carrier to make their apps richer.

Visit <http://developer.sprint.com> to learn more about the Sprint Developer Program and to take advantage of the resources and tools available to developers.

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 served more than 49.9 million customers at the end of 2010 and is widely recognized for developing, engineering and deploying innovative technologies, including the first wireless 4G service from a national carrier in the United States; offering industry-leading mobile data services, leading prepaid brands including Virgin Mobile USA, Boost Mobile, and Assurance Wireless; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone. *Newsweek* ranked Sprint No. 6 in its 2010 Green Rankings, listing it as one of the nation's greenest companies, the highest of any telecommunications company. You can learn more and visit Sprint at www.sprint.com or www.facebook.com/sprint and www.twitter.com/sprint.

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