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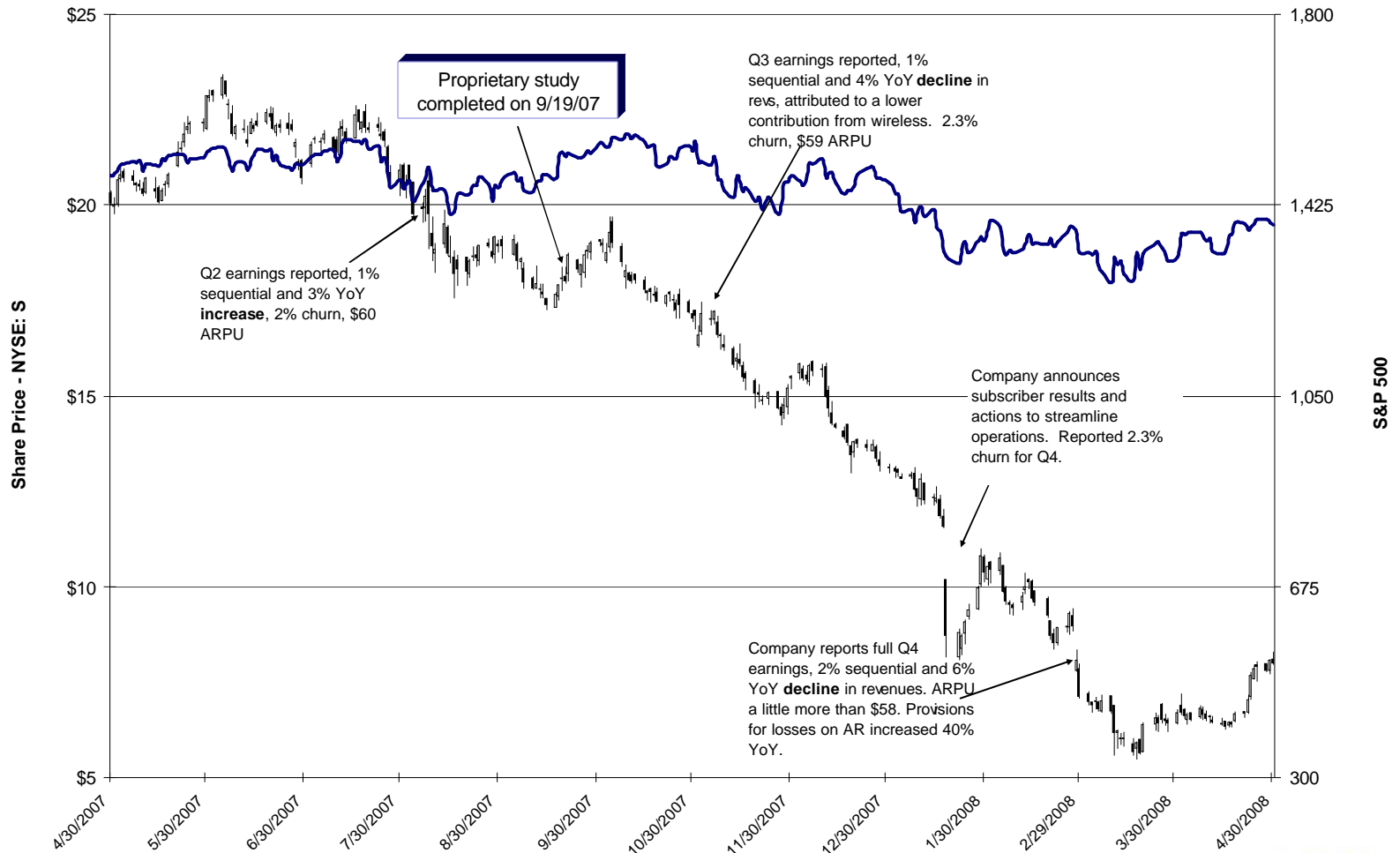
MKM Intelligence Community
Case Study
Sprint/Nextel (NYSE:S)

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Sprint/Nextel (NYSE: S)

Investor:	Looking to initiate a short position
Proprietary Study Conducted:	Interested in learning about cell phone carrier preferences and choice drivers (pre-purchase) as well as specific brand penetration/share percentages. Also wanted to test satisfaction scores/ratings among current S consumers. Conducted deep dive quantitative study including 25-30 questions administered to 500 consumers via an email survey instrument. Study completed September 19, 2007.
Result of Study:	Results indicated Sprint was not the first choice for consumers. Rather, they were the default choice due to less stringent credit requirements. Identified significant vulnerability in terms of consumer loyalty; also identified low satisfaction scores vis-à-vis other competitors and a high propensity to switch to another carrier.

Illustrative Overview of Sprint/Nextel



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