

June 3, 2009

All Markets

Data Feature Instant Discount Spiff

On June 3, 2009 IMEI Handset Spiff Replaces MIRs on these handsets:

Handset	Spiff Amount	SKU
BlackBerry Curve (Sunset)	\$100	610214617668
BlackBerry Curve (Titanium)	\$100	610214617675
BlackBerry Curve (Titanium Costco)	\$100	610214616470
BlackBerry 8900 (Titanium)	\$100	610214617156
BlackBerry 8820 (Black)	\$50	610214615909
Sidekick Slide (All Colors)	\$50	610214616586
Sidekick LX (Brown)	\$50	610214614667
Sidekick LX (Blue)	\$50	610214614650
Sidekick LX 2009 (SK Blade Orchid)	\$50	610214618573
Sidekick LX 2009 (SK Blade Carbon)	\$50	610214618566
Sidekick LX LE Tony Hawk	\$50	610214616791
T-Mobile Sidekick (2008)	\$50	610214616708
T-Mobile G1 (G1 Black)	\$0	610214616845
T-Mobile G1 (G1 Black Costco)	\$0	610214617903
T-Mobile G1 (G1 Bronze)	\$0	610214616852
T-Mobile G1 (G1 White)	\$0	610214616869
T-Mobile Dash	\$100	610214617569
T-Mobile Wing (Blue)	\$0	610214614360

Look for a "REQ" in WATSON and iCAM to identify the correct feature SOC needed to ensure you are eligible for pay-out.

Feature SOC Codes must be activated to be eligible for Spiff payment:

Please note that you must activate the above handsets with a Contract Data Features for BOTH New Activation & Upgrade/Renewals. Handsets require a Feature SOC MRC ≥ \$14.99 on one of followings Feature SOC's:

- G1 Unlimited: \$34.99 - **RG1WMUNL, RFPG1WMUC**
- G1 Data Only: \$24.99 - **RG1UWB, RFPG1UWBC**
- BlackBerry Unl. Web & Unl. Msg Bundle: \$34.99 - **RBBWMUNL, RFPWMBBUC**
- BlackBerry Unl. Web Only: \$24.99 - **ROMWBB, RFPOMWBBC**
- Unl. BlackBerry E-mail (Enterprise BIS & BES): \$29.98 - **RBWCBESS, RFPBWCC**
- Unl. BlackBerry E-mail (Enterprise BIS & BES) BIS Barred: \$29.98 - **RBISBESBB, RFPBIBECB**
- Sidekick Unl. Web & Unl. Msg. Bundle: \$34.99 - **RSKWMUNL, FRPWMSKUC**
- Sidekick Unlimited Web Only: \$24.99 - **ROMWSK, RFPOMWSKUC**
- SmartPhone Unl. Web & Unl. Msg. Bundle: \$34.99 - **RSPWMUNL, RFPWMSPUC**
- SmartPhone Unl. Web Only: \$24.99 - **ROMWSP, RFPOMWSPC**
- Message Value Bundle Unlimited: \$14.99 - **RANYMSG15, RFPMGULC (excluding all G1, Sidekick model SKU's)**

IMEI Validation/Payout Rules- IMEIs must be captured correctly to be paid!

- Unique IMEI will be paid out once only.
- The IMEI of the handset must match T-Mobile's shipment record. – Arbitrage Handsets are not eligible.
- The handset IMEI must match what was entered into WATSON/iCAM. The IMEI must be found on the network and used within 7 days of the activation/upgrade. If the handset is not used within 7 days, activation will not receive the spiff.

Subject to Standard Chargeback Rules

NOTE: Customers are committing to locking the data feature in with the contract terms. Required 'REQ' features that generate the IMEI spiff cannot be removed.

Business Rules

- This spiff is paid out on top of the feature pay-out.
- Since this spiff is replacing Mail-In-Rebate, this spiff cannot be combined with other Mail-In-Rebate offers.
- The IMEI of the handset and listed SOC code above must be included in the record of Activation to be eligible for spiff.
- This feature with SOCs specified above is part of contract customer is agreed. These Features cannot be removed other than canceling entire service.
- Chargeback: This spiff is paid out on a "Data Feature" Any removal of the Data Feature will result in a chargeback.
- T-Mobile reserves the right, in its discretion, to chargeback the IMEI Spiff if T-Mobile determines, in its discretion, that any fraudulent activity has occurred.

FAQs:

Question: If a customer calls Care inside 120 days and downgrades from \$25 or \$35 to a plan below \$19.99, will the Dealer be commissioned?

Answer: If the new plan is above \$14.99, the Dealer would be charged back the Feature Commission Payment but keep \$100/\$50 IMEI Spiff. If the plan is below \$14.99, the Dealer would lose \$100/\$50 IMEI Spiff as well.

Question: Will Dealers be commissioned if they accidentally activate the "unlocked" feature in Watson?

Answer: Dealers would not receive \$100/\$50 IMEI Spiff on an "unlocked" feature.

Question: Will Dealer be commissioned if a BlackBerry Customer with an existing \$24.99 Data SOC upgrades equipment and agrees to a new \$24.99 2YC Locked SOC?

Answer: The Dealer would receive \$100/\$50 IMEI Spiff and the Feature Commission Payment (as if it were a new attachment).

Question: What happens if the original activation was done by a dealer and an equipment upgrade takes place inside 120 days of activation through Care, what happens with my commission?

Answer: The Dealer would be charged back the Feature Commission Payment and the \$100/\$50 IMEI Spiff.

Question: If Dealers accidentally selects the "unlocked" feature in ICAM, on an eligible upgrade will they be commissioned?

Answer: Dealers will receive the current upgrade compensation however Dealers will not receive the \$100/\$50 IMEI Spiff on an "unlocked" feature.

Question: Will there be a chargeback if the upgrade takes place inside the 120 day chargeback window?

Answer: Dealers will be charged back the Feature Commission Payment and the \$100/\$50 IMEI Spiff (unless customer selects \$14.99 or above Data Feature).

Question: What happens if a customer calls Care inside 120 days and downgrades from \$25 to \$14.99 plan?

Answer: Dealer will be charged back the Feature Commission Payment; however as long as the customer keeps at least a \$14.99 plan, Dealer would retain the \$100/\$50 IMEI Spiff.

Question: What if a customer changes their plan outside the 120 window?

Answer: There will be no chargeback.

Question: What if a customer changes their rate plan or downgrades data plans once outside of 120 days?

Answer: There will be no commission impact.