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## **PAR3 Helps Boost Mobile Increase Customer Renewals with Interactive Notification Solution**

*Automated voice, SMS and email notifications encourage  
wireless customers to renew service*

**Seattle, WA and Irvine, CA** – July 8, 2003 – PAR3 Communications announced today that Boost Mobile, a leading provider of pay-as-you-go wireless phones and services designed to meet the lifestyle needs of today's youth, has deployed its multi-channel notification solution to automatically interact with its customers about wireless service renewals. The timely voice and text messages remind customers of pending service expiration and offer multiple options to renew.

"PAR3's automated notification solution showed immediate results after only two campaigns," said Chris Houston, director of services development and operations for Boost Mobile. "Reaching out to our customers before their plans expire and making it easy for them to keep their account alive is an important part of our customer retention strategy and, we believe, good customer service."

Boost Mobile deployed PAR3's Intelligent Response Platform™ in March 2003, with a three-part campaign focused on customer retention. Notifications are automatically delivered across multiple contact mediums to maximize customer contact. Customers are given options to purchase more minutes from within the notification, transfer to a customer service agent, or link to the Boost Mobile Web site.

As a result of using PAR3's notification solution, Boost Mobile is able to contact -- within a short timeframe -- nearly all affected customers about the pending expiration, something previously unfeasible with a limited number of agents. This efficiency enables the company to deliver a higher level of service to all of its customers, as well as keep the agents focused on handling inbound revenue-producing customer interactions, further enhancing the return on investment.

"Boost Mobile's proactive retention strategy is an excellent example of how companies can establish a trusted and valuable relationship with customers," said Nicholas Tiliacos, PAR3's president and chief executive officer. "By using the customer's preferred delivery channel to communicate the account information, Boost Mobile not only increases the number of successful contacts, but they also enhance customer satisfaction and improve their customer save-rate."

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**About Boost Mobile**

Boost Mobile LLC, headquartered in Irvine, Calif., is a lifestyle-based telecommunications company that focuses solely on developing and distributing communications products for the youth market. Boost Mobile is the only pay-as-you-go wireless phone service that offers the unique Boost 2Way walkie-talkie feature. The company offers pay-as-you-go wireless phone service, Re-Boost pay-as-you-go airtime cards and a wide range of accessories, Java™ games for wireless phones, ring-tones and other cutting-edge mobile services that are available at more than 3000 locations where youth prefer to shop, including Best Buy, Wherehouse Music, Good Guys, and wireless and youth fashion retailers in California and Nevada. Boost Mobile's marketing is centered on youth activities such as action sports, music, fashion and entertainment. Find more information on the Web at [www.boostmobile.com](http://www.boostmobile.com)

**About PAR3 Communications, Inc.**

Seattle-based PAR3 Communications' interactive event-based notification solution enables businesses and their customers to participate in an active relationship through highly personalized, interactive notification messages. Companies such as Progressive Insurance, Capital One, Northwest Airlines, Household, and T-Mobile use PAR3's technology to leverage their rich enterprise-level customer data to proactively contact their customers with timely, relevant information via telephone, email, pager, fax or other wireless device. For more information about PAR3, please visit [www.PAR3.com](http://www.PAR3.com).

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