



Dear Potential Dealer:

Thank you for your interest in becoming an authorized dealer for MetroPCS.

We are currently accepting applications from business professionals who are interested in becoming MetroPCS Dealers. Please note that only completed applications will be considered.

Please complete the Potential Dealer Profile and email the completed document to: phldealers@metropcs.com or fax to 215-619-9304, Attn: Jessica.

We thoroughly evaluate each application, with careful consideration being given to your store's proximity to existing MetroPCS dealers. Other determining factors include your status as an independent business, the number of carriers you represent, as well as your store's appearance.

After we review your profile and documents, we will contact you for further discussion.

Again, thank you for your interest in MetroPCS.

MetroPCS, Philadelphia Market



Authorized Dealer Program Minimum Guidelines

Location Guidelines

1. Dealer must have retail storefront presence including signage or be willing to open a NEW MetroPCS location.
2. Dealer must have a current email address for communications from MetroPCS.
3. Dealer must have an operational fax machine for receipt of time sensitive information from MetroPCS.
4. Dealer location should be attractive, well kept, orderly and located in visible area.
5. Dealer must complete Dealer Application including bank and trade references and pass financial, background, and criminal history check.
6. Startup businesses must present business plan.
7. Requested location must be a minimum of 1 mile from nearest authorized MetroPCS location or be within a trade area NOT currently served by a MetroPCS authorized dealer.

Minimum Merchandising Standards

Dealer must display the following:

1. Approved MetroPCS signage/banner inside retail locations
2. Current coverage map provided by MetroPCS
3. MetroPCS literature regarding coverage and pricing
4. MetroPCS approved handsets
5. Dealer may not alter the metroPCS logo or recreate it without consent of MetroPCS.
6. MetroPCS signage displayed on exterior of building.

Training Standards

1. Dealer must have owner(s) as well as all sales personnel trained by MetroPCS Representative **prior** to initial launch of MetroPCS service.
2. Dealer's new hires must attend a MetroPCS training session prior to selling MetroPCS products & services.
3. Dealer should notify their MetroPCS Representative of all new hires in order to provide ongoing training.



Potential Dealer Profile

Date: _____

Name of Business: _____ DBA Name: _____

Mailing address: _____

City, State & Zip: _____

Requested Location Address: _____

City, State & Zip: _____ Date opened/acquired: _____

Do you currently have any wireless retail locations? ___Yes___No

(List any additional store locations on page 2)

Phone Number: _____ () _____ Fax Number: _____ () _____

Email Address: _____

Primary Contact Name: _____ Title: _____

Primary Contact's Mobile Telephone Number: _____ () _____

What is your type of business? _____

How many employees? _____ Other languages spoken: _____

Days and Hours of Operation: _____ Answering Machine ___Yes___No

Other carriers sold:

AT&T	___	Yes	___	No	Direct or Sub under which master dealer	_____
Cingular	___	Yes	___	No	Direct or Sub under which master dealer	_____
Nextel	___	Yes	___	No	Direct or Sub under which master dealer	_____
Sprint	___	Yes	___	No	Direct or Sub under which master dealer	_____
TMobile	___	Yes	___	No	Direct or Sub under which master dealer	_____
Verizon	___	Yes	___	No	Direct or Sub under which master dealer	_____
Other	___	Yes	___	No	Direct or Sub under which master dealer	_____

What services or products do you sell? _____

Number of MetroPCS units expected to sell per month: _____

Want to be a payment center? ___Yes___No Do you advertise? ___Yes___No

Which advertising mediums? _____

Monthly advertising budget: _____ Will you advertise MetroPCS? ___Yes___No

Can you display a banner outside? ___Yes___No

Are you interested in purchasing a MetroPCS Auth. Dealer sign for your store(s)? ___Yes___No

Are you willing to dedicate at least 50% of your store space to MetroPCS? ___Yes___No

Please check all that apply:

Store Front Kiosk Direct Sales

Warehouse E – Commerce Flea Market

Additional locations:

I attest that the foregoing statements and answers are true and complete. I authorize MetroPCS, Inc. and its related affiliated entities to investigate all statements contained in this application and to conduct a credit, background, and criminal history check on any and all individuals and business names associated with my company. I understand any misrepresentation or omission of the facts called for will constitute sufficient reason to cancel this application or, if I have been granted a dealership, to terminate my dealership.

Signature

Relationship to Company, Title

Printed Name

Date