

Notice To Our Valued Cell Phone Collecting, Fundraising & Recycling Partners **Change – It's The One Constant In The Wireless Communications Industry** **&** **Our Program Needs To Keep Up With The Changes**

We all benefit from the rapidly evolving wireless and cell phone communications technology and, as the industry advances from analogue to digital (2G) systems and next generation networks (2.5G & 3G and beyond), we enjoy higher speeds, 'over-the-air' messaging, e-mail, image sharing, location-based and GPS services and now we can even get mobile internet access and TV on our new full-featured cell phones and smartphones.

Unfortunately, there is also a 'flip-side' to these benefits. Some time ago, one of the major Canadian wireless service providers converted their wireless network and, in 2006 'abandoned' and shut-down the original technology (known as TDMA). More recently, Canadian carriers have announced that they will no longer be supporting the old, original analogue (known as AMPS) communications network and have or will be terminating this technology. These same changes have occurred throughout North America and around the world.

As most of you know, our program is able to offer the many fundraising and recycling tools and environmental benefits, provide free shipping and pay for the recovered handsets through the opportunity to receive, at least some used cell phones to be remanufactured and sold for reuse. Unfortunately, the wireless technology changes mean that there is now virtually no 'reuse' potential for the older cell phone models that are often recovered in the recycling program. And, although we have maintained our pricing policy as long as possible, this means that we now need to adjust our program payment structure to keep up with the technology changes in the industry.

CHANGE

These Program Changes will be effective for all shipments received after November 1, 2008:

In order to maintain and deliver the environmental and recycling benefits:

- We will continue to accept and receive all used cell phones, PDAs (i.e. Blackberries) and smartphones
- We will continue to provide free return shipping for all recycled handsets, regardless of age, technology or condition

In order to continue to provide maximum fundraising potential:

- We will continue to pay for all cell phone handsets received with the following payment adjustments:
 - \$1.00 will continue to be paid but now only for each digital cell phone using current network technology
 - Generally, smaller phones (with Lithium-Ion battery) with features such as colour screen and camera
 - To support the recycling and environmental benefits, we will pay \$0.25 for all other recycled handsets – even the abandoned TDMA handsets and the terminated analogue cell phones!
 - Generally, larger handsets (dull, grey plastic, NiCad or NiMH battery) with monochrome screens, no camera

Your collection and payment statements will include and describe the details for each shipment and the handsets received

Thank You For Your Continued Participation In

**The National Cell Phone
Collection Program**



**CHARITABLE RECYCLING
PROGRAM**

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