



## **N E W S R E L E A S E**

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### **Meijer Launches Prepaid Wireless Phone Offering**

**‘Meijer Mobile’ becomes first major retailer-branded phone service**

Grand Rapids, MI - May 07, 2008 - Supercenter retailer Meijer has partnered with Fusion Mobile, an Austin, Texas-based wireless provider, to unveil Meijer’s own brand of prepaid wireless phones and phone cards. The announcement was made today by Rob Shadowens, electronics merchandising manager for Meijer.

“This is a big step forward for our electronics department,” said Shadowens. “Our partnership with Fusion Mobile allows us to marry the highest value in prepaid wireless with the high levels of service Meijer customers have come to expect. It’s a real win for those customers who rely on prepaid wireless offerings as their cell provider of choice.”

Meijer is the first major retailer to offer its own branded prepaid cell phone service. Meijer Mobile offerings are now available at all 182 Meijer stores throughout Michigan, Ohio, Indiana, Illinois and Kentucky.

Prepaid wireless options have grown steadily during the last ten years, as the flexibility of the “no-contract” service has been embraced by consumer groups such as college students, retirees and active military members. While prepaid wireless services have always featured attractive benefits such as no credit checks, no long-term contracts to sign and no hidden fees, Meijer Mobile prepaid plans also will include a number of free benefits, including unlimited nights and weekend minutes, domestic long distance, text messaging, voicemail, caller ID, three-way calling and the ability for customers to keep their unused minutes.

Additionally, Meijer Mobile customers may purchase phones that can send three Picturemails for 18 cents a day or browse the wireless web for 20 cents a day. Calls to Mexico are as low as 2.5 cents per minute.

“Cell phones are a daily part of today’s busy lifestyle,” said Shadowens. “The goal of Meijer Mobile is to give those families some very easy options when it comes to cell phones.

Essentially, every checkout lane at Meijer could be viewed as a wireless phone store without the long waits for service.”

For more information about Meijer Mobile powered by Fusion Mobile products and services, go to [www.Meijermobile.com](http://www.Meijermobile.com).

### **About Meijer**

Meijer is a Grand Rapids, Mich.-based retailer that operates 182 supercenters throughout Michigan, Ohio, Indiana, Illinois and Kentucky. As the inventor of the “one-stop shopping” concept, Meijer stores have evolved through the years to include expanded fresh produce and meat departments, as well as pharmacies, comprehensive electronics departments, garden centers and apparel offerings. Additional information and the ability to shop for more can be found at [www.meijer.com](http://www.meijer.com).

### **About Fusion Mobile**

Fusion Mobile is a leader in the prepaid wireless industry dedicated to giving our customers full featured, low cost cellular services. Talk anywhere in the U.S. on the Fusion Mobile network with no contract, no credit check, no hidden fees, no minutes lost to unnecessary surcharges and no hassles. Based in Austin, TX, Fusion Mobile proudly offers partners and customers great phones, plans, and a feature-rich prepaid service, which has all the features of traditional post-paid plans but with the convenience of prepaid. You can visit [www.fusionmobile.com](http://www.fusionmobile.com) for more information.