

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
SAN FRANCISCO DIVISION

IN RE TRACFONE UNLIMITED SERVICE) Lead Case No. 13-cv-03440-EMC
PLAN LITIGATION)
) Consolidated Cases:
) 13-cv-05295-EMC
) 13-cv-05296-EMC
) 14-cv-01347-EMC
)
) **DECLARATION OF RICHARD W.**
) **SIMMONS**
)
) Judge: Hon. Edward M. Chen
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3 I, Richard W. Simmons, declare:

4 1. I am the President of Analytics Consulting LLC (“Analytics”), a firm in Chanhassen,
5 Minnesota, that provides consulting services relating to the design and implementation of class
6 action settlements and consumer redress programs.

7 2. I am over 21 years of age, am not a Class Member in this matter, and I have personal
8 knowledge of the facts herein. If called as a witness, I could and would testify competently thereto.

9 3. This declaration is based on my personal knowledge, information provided by
10 Analytics personnel, and information provided by Analytics’ media partners.

11 4. Analytics was appointed as “Settlement Administrator” by the Court pursuant to the
12 Court’s February 20, 2015 order regarding the preliminary approval of the class action settlement in
13 this matter (“February 20, 2015 Order”) and was directed to carry out all duties and responsibilities
14 of the Settlement Administrator as specified in the Class Settlement Agreement.

15 5. To date, Analytics’ responsibilities have included:

- 16 a. securely receiving data from TracFone data regarding class members;
17 b. consolidating the data into a single database, and updating the mailing addresses
18 in the data using the National Change of Address (“NCOA”) database maintained
19 by the United States Postal Service (“USPS”);
20 c. printing and mailing the Summary Settlement Notice to Class Members for whom
21 a mailing address was available;
22 d. emailing the Email Summary Notice to Class Members for whom an email
23 address was available;
24 e. processing returned mail not delivered to Class Members and attempting to obtain
25 updated address information for any Summary Settlement Notice returned without
26 a forwarding address;
27 f. establishing and maintaining a Settlement Website that contains information
28 about the Class Action Lawsuits and the Settlement, the Class Notice and other
case documents, and the Claim Form that can be completed and submitted on-
line;

- g. establishing and maintaining a toll-free telephone number with message and live operator capabilities to which Class Members may refer for information about the Class Action Lawsuits and the Settlement;
- h. receiving correspondence regarding requests for exclusion and objections to the Settlement;
- i. forwarding inquiries from Class Members to Class Counsel for a response, if warranted;
- j. establishing a post office box for the receipt of Claim Forms, exclusion requests, objections, and any other correspondence; and
- k. reviewing and verifying Claim Forms.

Class Member Data

6. On March 4, 2015, Analytics received the Customer Data from Defendant's Counsel that was represented to include information available to TracFone regarding the TracFone accounts that were subject to Throttling, Suspension, and Services Terminated during the Class Period. The Customer Data included, for each account, information about how the service was affected, the timing thereof, and any contact information that TracFone had in its records (to the extent available, customer name, last known mailing address, and email address).

7. An archival copy of the Customer Data was created and the data was then imported into Analytics' claims administration system. My staff consolidated duplicate records based upon name and phone number, identifying, where there was a mailing address available, the most recent mailing address for each class member. The resulting database contained 1,902,564 unique mailing addresses.

8. Analytics standardized all mailing addresses to conform to USPS requirements, and then updated (where possible) mailing addresses using the National Change of Address database. This resulted in Analytics updating 243,870 addresses. Once updated, the addresses were reviewed to identify instances where class member data could be further consolidated (e.g., where an old and new record converged in a single updated address). This further consolidation resulted in a final mailing database containing 1,834,683 records.

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3 9. Analytics also analyzed the email addresses contained in the Customer Data.
4 Analytics identified 1,529,912 unique email addresses, which were then compared against the “do
5 not contact file” file that was provided to Analytics by TracFone to determine whether or not a
6 notice would be emailed to the class member under the terms of the February 20, 2015 Order.
7 459,475 of the email addresses were found in the “do not contact file”, resulting in a preliminary
8 email notification file of 1,070,437 email addresses. This preliminary file was supplemented with
9 email addresses that were submitted by Class Members on Claim Forms received by Analytics prior
10 to the Notice Date and not contained in the Customer Data provided by TracFone. This resulted in a
11 final email notification file of 1,133,253 email addresses.

12 **Mailing of the Summary Settlement Notice**

13 10. On or before March 21, 2015, Analytics caused the Summary Settlement Notice to be
14 printed and mailed by First-Class U.S. Mail, proper postage prepaid, to the 1,834,683 class members
15 whose mailing addresses were contained in Customer Data, as updated above. A copy of the
16 Summary Settlement Notice as mailed is attached hereto as **Exhibit A**.

17 11. Following this mailing, Analytics received returned mail from the USPS. 26,854
18 Summary Settlement Notices were returned with forwarding addresses from the USPS. These
19 Summary Settlement Notices were promptly re-mailed to the designated forwarding address.

20 12. In addition, 152,069 Summary Settlement Notices were returned as undeliverable
21 without a forwarding address. For these class members, Analytics is conducting address searches
22 using commercially available “skip trace” databases. Based on these address searches, 54,542
23 addresses have been updated to date, address research is continuing, and Analytics is re-mailing the
24 Summary Settlement Notices to the updated addresses as they become available.

25 13. Analytics continues to receive returned mail from the USPS, which will be processed
26 as identified above.

27 **Emailing of the Email Summary Notice**

28 14. After the Court entered the February 20, 2015 Order, Analytics undertook substantial
technical efforts to ensure the deliverability of the Email Summary Notice to Class Members. Based
upon e-commerce best practices, these efforts included:

- a. Working with TracFone to update their Domain Name System (“DNS”) registration to indicate that Analytics’ systems were authorized to send email on behalf of the tracfone.com domain.
- b. Establishing DomainKeys Identified Mail (“DKIM”) records to associate the tracfone.com domain with the emails containing the Email Summary Notice. In this way, each email could be digitally signed so that recipient email servers (and email providers) could verify the validity of the email.

15. Beginning on March 17, 2015 and ending on March 20, 2015, Analytics caused the Email Summary Notice to be sent to the 1,133,253 email addresses identified above. Analytics’ systems monitored the deliverability status of each email. In 199,196 instances, the Email Summary Notice “bounced” and was undeliverable, resulting in the delivery of 934,057 Email Summary Notices. A copy of the Email Summary Notice as emailed is attached hereto as **Exhibit B**.

Toll-Free Telephone Number

16. On January 28, 2015, in order to accommodate inquiries regarding the Federal Trade Commission filing and press release, Analytics made operational a telephone number, 1 (855) 312-3327, with an Interactive Voice Response (“IVR”) system in both English and Spanish. The IVR system also provided callers with the ability to speak to a live operator in English or Spanish during business hours or to leave a message during non-business hours.

17. On or about February 20, 2015, Analytics updated the IVR and call center scripts to reflect the preliminary approval of the class action settlement. This provided callers with the ability to listen to important information about the Settlement and to request a copy of the Claim Form and Full Notice 24 hours a day, 7 days a week. The IVR system continued to provide callers with the ability to speak to a live operator in English or Spanish during business hours or leave a message during non-business hour. Analytics has and will continue to maintain and update the IVR throughout the administration of the Settlement.

18. To date we have received 29,270 calls to the Call Center (162 in Spanish), of which 3,852 (13%) have requested to speak to an agent.

Email Support

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3 19. In order to provide another channel for class members to access information
4 regarding the settlement, Analytics established a dedicated email address
5 (info@PrePaidPhoneRefund.com). Each email to this address is archived, assigned a unique
6 tracking number, and assigned to a trained call center agent.

7 20. As of April 12, 2015, Analytics has received (and responded to when appropriate)
8 6,342 emails.

9 Settlement Website

10 21. On January 28, 2015, following the Federal Trade Commission filing and press
11 release, my staff developed and made available a dedicated "Settlement Website"
12 (www.PrepaidPhoneRefund.com) in both English and Spanish where consumers could download a
13 Claim Form and securely submit claims online. The Settlement Website is accessible 24 hours per
14 day, seven days per week. The Settlement Website address linked to from the Federal Trade
15 Commission website (FTC.gov) and was cited in the Federal Trade Commission press release and
16 published materials.

17 22. On or about February 20, 2015, Analytics updated the Settlement Website to reflect
18 the preliminary approval of the settlement. The Settlement Website, as updated, provided Class
19 Members with the opportunity to securely submit claims online and to obtain additional information
20 and documents about the litigation and the settlement. The Settlement Website address was cited in
21 all published and sent notice materials.

22 23. By visiting the Settlement Website, class members are able to:

23 a. Submit claims by either:

24 i. downloading a PDF of the Claim Form; or,

25 ii. submit a claim online

26 b. Read key information about the settlement including, without limitation:

27 i. class members' rights and options;

28 ii. important dates and deadlines; and

iii. answers to Frequently Asked Questions ("FAQs").

c. Read and download important case documents, including the:

- i. Long Form Class Notice;
- ii. Claim Form and Instructions;
- iii. Class Settlement Agreement;
- iv. Preliminary Approval Order; and
- v. the Class Action Complaints.

24. The Settlement Website conforms to a number of key e-commerce best practices:

- a. The top section of the home page, most prominent on lower resolution monitors, includes a summary message about the settlement (“Prepaid Phone Refund: If you were a Straight Talk, Net10, Simple Mobile, or Telcel America customer, you may be eligible for a refund from a class action settlement”) along with a prominent orange button labeled “File Your Claim”. This orange button is outside the color scheme of the page (black, gray, and white), making it especially prominent.
- b. Home page content was simplified and streamlined so that specific prominent language, and graphic images, direct class members to specific content areas:
 - i. **File Your Claim:** “If you were a Straight Talk, Net10, Simple Mobile, or Telcel America customer, you may be eligible for a refund from a class action settlement”
 - ii. **Frequently Asked Questions:** “Learn How This Settlement Affects Your Rights and Get Answers to Your Questions About the Settlement”
 - iii. **Important Deadlines:** “Important Settlement Deadlines That Will Affect Your Rights”
 - iv. **Case Documents:** “Detailed Information About the Case, Including the Settlement Agreement”

25. Recognizing the increasingly mobile nature of advertising and communications, and consistent with instructions in the settlement, both the Settlement Website and online claims portal

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3 were mobile optimized, meaning they could be clearly read and used by class members visiting the
4 website via smart phone or tablet.

5 26. True and correct copies of the Full Notice and hard copy Claim Form, which are
6 available on the Settlement Website and to potential Class Members upon request, are attached
7 hereto as **Exhibits C**.

8 27. Between January 28, 2015 and February 19, 2015, there were 169,476 visits
9 (sessions) to the Settlement Website representing an estimated 145,449 unique visitors.

10 28. From February 20, 2015 to April 12, 2015, there were 1,491,015 visits (sessions) to
11 the Settlement Website representing an estimated 1,218,452 unique visitors.

12 29. The Settlement Website traffic is summarized in **Exhibit D**.

13 30. 82% of visits (sessions) to the Settlement Website have been from mobile phones.

14 **CLAIMS**

15 31. Class Members have the ability to submit Claim Forms by mail or via a secure online
16 claims portal accessible from www.PrepaidPhoneRefund.com.

17 32. As of April 16, 2015, 355,593 claim forms have been submitted, including 351,325
18 claim forms submitted online and 4,268 claim forms submitted by mail. Of the 355,593 claim forms
19 submitted as of April 16, 2015, 80,586 were received between January 28, 2015 and February 19,
20 2015, and 275,025 were received between February 20, 2015 and April 16, 2015.

21 33. Daily claims activity is summarized in **Exhibit E**.

22 **REQUESTS FOR EXCLUSION**

23 34. Class Members wishing to be excluded from the Settlement are required to do so by
24 sending a written Request for Exclusion to the Settlement Administrator. The deadline to request
25 exclusion is May 20, 2015. As of April 14, 2015, Analytics had received sixty-five (65) Requests
26 for Exclusion. Pursuant to the February 20, 2015 Order, a complete list of the individuals who
27 timely and validly request exclusion will be provided to the Court in advance of the Fairness
28 Hearing.

OBJECTIONS

35. Class Members wishing to be object to the Settlement are required to do so by sending a written objection to the Settlement Administrator which must be postmarked no later than May 20, 2015. As of April 14, 2015, Analytics had received two (2) objections to the settlement. Pursuant to the February 20, 2015 Order, copies of all timely and valid objections and requests to appear at the Fairness Hearing will be provided to the Court in advance of the Fairness Hearing.

ESTIMATED SETTLEMENT ADMINISTRATION FEES AND EXPENSES

36. Analytics' fees to date are \$1,551,566, inclusive of amounts paid to media consultant HF Media. True and correct copies of Analytics' invoices to date are attached hereto as Exhibit F. Based upon currently available information, we project that Analytics' remaining fees will be \$2,128,978 as estimated in Exhibit G. Remaining fees were projected based upon actual experience associated with the distribution of the Summary Settlement Notice as well as class member response to the settlement. Significant factors impacting the estimated fees include:

- a. A larger than expected number of known class members to whom the Summary Settlement Notice was mailed (and corresponding volume of undeliverable mail);
- b. A greater than expected claims rate; and,
- c. A lower than expected rate at which class members relied upon telephone support regarding the settlement (which partially offset the increases identified above).

37. I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge.

Executed this 20th day of April, 2015, at Chanhassen, Minnesota

By: Richard W. Simmons

RICHARD W. SIMMONS

Exhibit A

If you had a Straight Talk, Net10, Simple Mobile, or Telcel America “Unlimited” Mobile Service Plan, you may be entitled to a cash refund from a class action settlement.

**You must file a claim to receive a cash refund.
Visit www.PrepaidPhoneRefund.com to file a claim.**

A federal court authorized this notice. This isn't a solicitation from a lawyer and you aren't being sued.
This notice may affect your legal rights. Please read it carefully.

Si desea recibir esta notificación en Español, llámenos o visite nuestra página web.

WHAT IS THIS CASE ABOUT? Consumers have filed a class action lawsuit saying that Straight Talk, Net10, Simple Mobile, and Telcel America advertised “unlimited” wireless plans, but then slowed or cut off data service, or terminated all services, for some customers. The defendants in the case, TracFone Wireless (the owner of those four brands) and Wal-Mart, deny all liability.

WHO IS INCLUDED? You're eligible for a refund (meaning that you're a “Class Member”) if you bought a Straight Talk, Net10, Simple Mobile, or Telcel America mobile service plan with “unlimited” data in the United States, and, at any time between July 24, 2009 and December 31, 2014, you had your data usage “throttled” (slowed), suspended (cut off), or had all of your services terminated by TracFone before the expiration of your service plan. **If you had an “unlimited” plan, but aren't sure if your service was throttled (slowed), cut off or terminated, file a claim and the information you provide will be checked against company records to see if you're eligible.**

WHAT DOES THE SETTLEMENT PROVIDE? TracFone has agreed to pay \$40 million to a settlement fund. Class Members who file valid claims (“claimants”) will receive cash refunds from the fund. Refund amounts will depend on three things: the number of claimants, when you were a customer, and how your service was affected. It is expected that refunds will be at least \$2.25 to \$6.50 for claimants who had their data service “throttled,” at least \$10.00 for claimants who had their data service suspended, and \$65.00 for claimants who had all of their services terminated. Actual refund amounts may be different depending on the number of claimants. The Settlement Administrator supervising the refund program will use company records and the information you provide in your Claim Form to determine your eligibility and your refund amount. TracFone also has agreed to improve its advertising and customer service as part of the settlement to make its policies clearer to customers. For more information, visit www.PrepaidPhoneRefund.com.

HOW DO I GET A REFUND? You must file a Claim Form to get a refund. There are two ways to file a Claim Form: (1)

File online, at www.PrepaidPhoneRefund.com; or (2) Print a Claim Form, available at www.PrepaidPhoneRefund.com, fill it out, and mail it (with postage) to the address listed on the Claim Form. **Claim Forms must be filed online or postmarked by June 19, 2015.** If you had more than one phone number with “unlimited” data from Straight Talk, Net10, Simple Mobile or Telcel America between July 24, 2009, and December 31, 2014, you should file a separate Claim Form for each phone number you had. (It's easier to file multiple claims online.)

YOUR OTHER OPTIONS. If you don't want to make a claim, and don't want to be bound by the settlement and any judgment in this case, you must send a written request to exclude yourself from the settlement, postmarked no later than May 20, 2015. If you exclude yourself, you won't get a refund through this settlement. If you don't exclude yourself and don't submit a claim, you won't receive a refund from the settlement and you will give up the right to sue TracFone or Wal-Mart about the claims in this case. If you don't exclude yourself, you may object to the settlement or to the request for fees by the attorneys representing the Class. The detailed Class Notice, available at www.PrepaidPhoneRefund.com, explains how to exclude yourself or object.

The Court will hold a hearing in the case—*In re TracFone Unlimited Service Plan Litigation*, No. 13-cv-03440-EMC (N.D. Cal.)—on June 23, 2015 at 2:30 p.m., to consider whether to approve: (1) the settlement; (2) attorneys' fees of up to \$5 million plus reimbursement of out-of-pocket litigation costs of up to \$100,000, for the attorneys representing the Class, to be paid by TracFone in addition to the \$40 million settlement fund; and (3) service awards of \$2,500 each for the eight class representatives who represented the Class in this case. You may appear at the hearing, but you don't have to. The Court has appointed attorneys (called “Class Counsel”) to represent the Class. These attorneys are listed in the detailed Class Notice. You may hire your own attorney to appear for you, but you will have to pay that attorney.

WHERE CAN I GET MORE INFORMATION? For more information, visit www.PrepaidPhoneRefund.com or call (855) 312-3327.

Prepaid Phone Refund
Settlement Administrator
P.O. Box 2011
Chanhassen, MN 55317-2011

Presorted
First-Class Mail
U.S. Postage
PAID
Twin Cities, MN
Permit No. 3648

ABC1234567890



JOHN Q CLASSMEMBER
123 MAIN ST
APT 1
ANYTOWN, ST 12345

If you had an unlimited data plan from Straight Talk, Net10, Simple Mobile, or Telcel America that was slowed, cut off or terminated before your plan expired, you could get a cash refund from a class action settlement.

Exhibit B

Class Action Settlement Notice

If you had a Straight Talk, Net10, Simple Mobile, or Telcel America “Unlimited” Mobile Service Plan, you may be entitled to a [cash refund](#) from a class action settlement.

You must file a Claim Form to receive a cash refund. To file a Claim Form, click [here](#).

For more information, visit www.PrepaidPhoneRefund.com

Si desea recibir esta notificación en Español, llámenos visite [nuestra página web](#).

WHAT IS THIS CASE ABOUT? Consumers have filed a class action lawsuit saying that Straight Talk, Net10, Simple Mobile, and Telcel America advertised “unlimited” wireless plans, but then slowed or cut off data service, or terminated all services, for some customers. The defendants in the case, TracFone Wireless (the owner of those four brands) and Wal-Mart, deny all liability.

WHO IS INCLUDED? You’re eligible for a refund (meaning that you’re a “Class Member”) if you bought a Straight Talk, Net10, Simple Mobile, or Telcel America mobile service plan with “unlimited” data in the United States, and, at any time between July 24, 2009 and December 31, 2014, you had your data usage “throttled” (slowed), suspended (cut off), or had all of your services terminated by TracFone before the expiration of your service plan. **If you had an “unlimited” plan, but aren’t sure if your service was throttled (slowed), cut off or terminated, file a claim and the information you provide will be checked against company records to see if you’re eligible.**

WHAT DOES THE SETTLEMENT PROVIDE? TracFone has agreed to pay \$40 million to a settlement fund. Class Members who file valid [claims](#) (“claimants”) will receive cash refunds from the fund. Refund amounts will depend on three things: the number of claimants, when you were a customer, and how your service was affected. It is expected that refunds will be at least \$2.25 to \$6.50 for claimants who had their data service “throttled,” at least \$10.00 for claimants who had their data service suspended, and \$65.00 for claimants who had all of their services terminated. Actual refund amounts may be different depending on the number of claimants. The Settlement Administrator supervising the refund program will use company records and the information you provide in your Claim Form to determine your eligibility and your refund amount. TracFone also has agreed to improve its advertising and customer service as part of the settlement to make its policies clearer to customers. For more information, visit www.PrepaidPhoneRefund.com.

HOW DO I GET A REFUND? You must file a Claim Form to get a refund. There are two ways to file a Claim Form: (1) File [online](#), at www.PrepaidPhoneRefund.com; or (2) Print a Claim Form, available at www.PrepaidPhoneRefund.com, fill it out, and mail it (with postage) to the address listed on the Claim Form. **Claim Forms must be filed online or postmarked by June 19, 2015.** If you had more than one phone number with “unlimited” data from Straight Talk, Net10, Simple Mobile or Telcel America between July 24, 2009, and December 31, 2014, you should file a separate Claim Form for each phone number you had. (It’s easier to file multiple claims online.)

YOUR OTHER OPTIONS. If you don’t want to make a claim, and don’t want to be bound by the settlement and any judgment in this case, you must send a written request to exclude yourself from the settlement, postmarked no later than May 20, 2015. If you exclude yourself, you won’t get a refund through this settlement. If you don’t exclude yourself and don’t submit a claim, you won’t receive a refund from the settlement and you will give up the right to sue TracFone or Wal-Mart about the claims in this case. If you don’t exclude yourself, you may object to the settlement or to the request for fees by the attorneys representing the Class. The detailed

Class Notice, available at www.PrepaidPhoneRefund.com, explains how to exclude yourself or object. The Court will hold a hearing in the case—*In re TracFone Unlimited Service Plan Litigation*, No. 13-cv-03440-EMC (N.D. Cal.)—on June 23, 2015 at 2:30 p.m., to consider whether to approve: (1) the settlement; (2) attorneys’ fees of up to \$5 million plus reimbursement of out-of-pocket litigation costs of up to \$100,000, for the attorneys representing the Class, to be paid by TracFone in addition to the \$40 million settlement fund; and (3) service awards of \$2,500 each for the eight class representatives who represented the Class in this case. You may appear at the hearing, but you don’t have to. The Court has appointed attorneys (called “Class Counsel”) to represent the Class. These attorneys are listed in the detailed Class Notice. You may hire your own attorney to appear for you, but you will have to pay that attorney.

WHERE CAN I GET MORE INFORMATION? For more information, visit www.PrepaidPhoneRefund.com or call 1 (855) 312-3327.

A federal court authorized this notice. This isn’t a solicitation from a lawyer. You aren’t being sued.

www.PrepaidPhoneRefund.com
1 (855) 312-3327

To unsubscribe please click [here](#)

Prepaid Phone Refund
Settlement Administrator
PO Box 211
Chanhassen, MN 55317

Exhibit C

If you had a Straight Talk, Net10, Simple Mobile, or Telcel America “Unlimited” Mobile Service Plan, you may be entitled to a cash refund from a class action settlement.

A federal court authorized this notice. This isn't a solicitation from a lawyer and you aren't being sued.

- A settlement has been reached in four class action lawsuits about “unlimited” mobile service plans from Straight Talk, Net10, Simple Mobile, and Telcel America.
- The lawsuits claim that Straight Talk, Net10, Simple Mobile, and Telcel America advertised “unlimited” data plans, but then slowed or cut off data service, or terminated all services, for some customers. The defendants in the case are TracFone Wireless, which owns those four brands, and Wal-Mart. TracFone and Wal-Mart deny all liability and deny that they have violated any laws. The Court hasn't decided whether TracFone or Wal-Mart did anything wrong.
- As a result of the settlement, TracFone has agreed to pay \$40 million to a settlement fund. Eligible consumers will be able to file claims for cash refunds. TracFone also has agreed to improve its advertising and customer service as part of the settlement.
- **You may be eligible for a cash refund if you file a claim.** Further details about whether you qualify and how to file a claim are provided below in this notice.
- Your legal rights are affected whether you act or do not act. Read this notice carefully.

SUMMARY OF YOUR OPTIONS AND LEGAL RIGHTS IN THIS SETTLEMENT	
FILE A CLAIM	This is the only way for you to get a refund under the settlement. You can file a claim online at www.PrepaidPhoneRefund.com , or you can file a claim by mail using the Claim Form at the end of this notice. The deadline to file a claim is June 19, 2015 . See Question 10 below.
EXCLUDE YOURSELF FROM THE SETTLEMENT	You <u>won't</u> receive a refund from the settlement. This is the only option that allows you to retain your right to bring any other lawsuit against TracFone or Wal-Mart about the claims in this case. The postmark deadline to exclude yourself is May 20, 2015 . See Question 17 below.
DO NOTHING	You <u>won't</u> receive a refund from the settlement. You will be giving up rights to be part of any other lawsuit or to make any other claim against TracFone or Wal-Mart about the claims in this case. See Question 21 below.
OBJECT TO THE SETTLEMENT	Write to the Court if you don't like the settlement. The postmark deadline to send an objection is May 20, 2015 . See Question 19 below.
ATTEND THE HEARING	Ask to speak in Court about the fairness of the settlement. The deadline to send a notice of intent to appear at the hearing is May 20, 2015 . See Question 26 below.

- These rights and options, and the deadlines to exercise them, are explained in this notice.
- The Court in this case still has to decide whether to approve the settlement. Eligible consumers who file claims will get refunds if the Court approves the settlement and after any appeals are resolved. Please be patient.

For more information, read on or visit www.PrepaidPhoneRefund.com

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BASIC INFORMATION

1. Why is there a notice?

A Court authorized this notice because you have a right to know about the proposed settlement of these class action lawsuits and about all of your options before the Court decides whether to give final approval to the settlement. This notice explains the lawsuits, the settlement, and your legal rights.

The United States District Court for the Northern District of California is overseeing this case. The four class action lawsuits included in the proposed settlement are:

- Hansell v. TracFone Wireless, Inc., et al., Case No. 13-cv-03440
- Gandhi v. TracFone Wireless, Inc., Case No. 13-cv-05296
- Blaqmoor v. TracFone Wireless, Inc., Case No. 13-cv-05295
- Browning v. TracFone Wireless, Inc., et al., Case No. 14-cv-01347

These four lawsuits have been combined, for purposes of the settlement, in a single case called In re TracFone Unlimited Service Plan Litigation, Case No. 13-cv-03440-EMC (N.D. Cal.).

2. What are these lawsuits about?

The lawsuits claim that Straight Talk, Net10, Simple Mobile, and Telcel America advertised “unlimited” data plans, but then slowed or cut off data service, or terminated all services, for some customers. The “Defendants” are TracFone Wireless (which owns those four brands) and Wal-Mart.

The customers who filed the lawsuits are called the “Plaintiffs” or “class representatives.” The complaints filed in the lawsuits, which are available at www.PrepaidPhoneRefund.com, contain all of the allegations and claims asserted against the Defendants in each of the lawsuits.

3. How do TracFone and Wal-Mart respond to the allegations?

TracFone and Wal-Mart maintain that they haven’t violated any laws and that any throttling, suspension, or termination of data services was done in accordance with the terms of service governing all unlimited service plans. In addition, TracFone and Wal-Mart believe that they have other valid defenses, including waiver, estoppel, and that customers suffered no compensable damages. TracFone and Wal-Mart also assert that the claims in the lawsuits are subject to arbitration, rather than adjudication in a court.

4. Has the Court decided who is right?

No. The Court hasn’t decided which of the parties, Plaintiffs or Defendants, is right.

5. Why is this a class action?

In a class action, one or more people, called class representatives, sue on behalf of people who have similar claims. All of the people who have claims similar to the class representatives are members of the “Class,” except for those who exclude themselves.

6. Why is there a settlement?

The Court hasn’t decided in favor of either Plaintiffs or Defendants. Instead, both sides agreed to the settlement. By agreeing to the settlement, the parties avoid the costs and uncertainty of a trial, and class members receive the benefits described in this notice. The class representatives and the attorneys appointed to represent the class (called “Class Counsel”) believe that the settlement is in the best interest of those affected. The settlement in these class action lawsuits is being administered in conjunction with a settlement between TracFone and the Federal Trade Commission regarding similar issues.

WHO IS IN THE SETTLEMENT?

7. Who is included in the settlement?

You are a “Class Member” if you purchased a Straight Talk, Net10, Simple Mobile, or Telcel America wireless service plan with “unlimited” data in the United States, and, at any time between July 24, 2009 and December 31, 2014, at TracFone’s request, your data usage was “throttled” (slowed), suspended (cut off), or all of your services were terminated before the expiration of your service plan.

Defendants are excluded from the Class as well as any entity in which either of the Defendants has a controlling interest, along with Defendants' legal representatives, officers, directors, assignees, and successors. Also excluded from the Class is any judge to whom this action is assigned, together with any relative of such judge, and the spouse of any such persons.

If you were a Straight Talk, Net10, Simple Mobile, or Telcel America "unlimited" plan customer but are unsure whether you meet the other eligibility criteria, file a claim and the Settlement Administrator supervising the refund program will use the information you provide on the Claim Form to confirm your eligibility for a refund.

You may contact the Settlement Administrator, at (855) 312-3327, if you have any questions about whether you are a Class Member.

THE SETTLEMENT'S BENEFITS

8. What benefits does the settlement provide?

As part of the settlement, TracFone has agreed to pay \$40 million to a settlement fund. Eligible consumers who file valid claims will get cash refunds. For details about how to claim a cash refund and about how refunds will be calculated, see Questions 9-12 below.

As part of the settlement, TracFone also has agreed to improve its advertising and customer service to make clearer to customers its throttling and related policies and their impact on customers' mobile service. See Question 15 below. The Settlement Agreement, available at www.PrepaidPhoneRefund.com, includes all of the details about the improvements TracFone has agreed to make.

9. How do I get a cash refund?

To get a cash refund, you must file a valid Claim Form. See Question 10 below, for instructions on how to file a Claim Form. Only eligible people will get refunds.

If you were a Straight Talk, Net10, Simple Mobile, or Telcel America "unlimited" plan customer but are unsure whether you meet the other eligibility criteria, file a claim and the Settlement Administrator supervising the refund program will use the information you provide on the Claim Form to confirm your eligibility for a refund.

10. How do I file a Claim Form and what is the deadline?

You have two options for filing a Claim Form:

- Online: You can file a Claim Form online at www.PrepaidPhoneRefund.com
- By mail: You can print and fill out the Claim Form that is attached at the back of this notice, and mail your completed Claim Form (with postage) to: Prepaid Phone Refund, Settlement Administrator, P.O. Box 2011, Chanhassen, MN 55317-2011

You must follow the instructions and provide all of the required information on the Claim Form.

Claim Forms filed online must be filed by June 19, 2015. Claim Forms filed by mail must be postmarked by June 19, 2015. If you fail to file online or postmark a Claim Form by June 19, 2015, your claim will be rejected.

11. What happens after a Claim Form is filed?

The Settlement Administrator supervising the refund program will use company records and the information you provide on your Claim Form to determine your eligibility for a refund and your refund amount. If the Settlement Administrator needs more information, it may contact you directly.

12. How will refund amounts be calculated?

Refund amounts will depend on three things: how many people file valid claims, when you were a customer, and how your service was affected.

The refund amount for each consumer with a valid claim will depend on which "Category" they are in on the below Payment Calculation Chart. The Categories are further explained below. You don't need to choose a Category. The Settlement Administrator will use company records and the information you provide on your Claim Form to determine which Category you are in.

It is expected that valid claimants will receive at least the Minimum Amount listed for their Category in the below Payment Calculation Chart. If the total of all of the payments to valid claimants, as calculated using the Minimum Amounts below,

would not use up all of the money in the settlement fund, the refund amounts will be increased as follows: (a) first, refund amounts for Category 1 valid claims will be increased until they are equal to the refund amounts for Category 2 valid claims; and then: (b) refund amounts for all four Categories will be increased proportionately, on a *pro rata* basis, up to the Maximum Amounts listed in the below Payment Calculation Chart.

If the records show that a valid claim falls within more than one Category, the highest number Category will be used to calculate the refund amount for that claim. For example, if a valid claim is in Category 2 and Category 3, it will be treated as Category 3 for purposes of calculating the refund amount.

Payment Calculation Chart

Category	Minimum Amount	Maximum Amount
Category 1	\$2.15	\$45.00
Category 2	\$6.50	\$45.00
Category 3	\$10.00	\$45.00
Category 4	\$65.00	\$65.00

Explanation of Categories

Generally, Categories 1 and 2 include Class Members whose data service was “throttled” (slowed); Category 3 includes Class Members whose data service was suspended (cut off); and Category 4 includes Class Members who had all of their services terminated.

The difference between Category 1 and Category 2 has to do with whether the customer had their data service “throttled” (slowed) before or after October 27, 2013. That date is based on the approximate timing of disclosure changes that TracFone made about “unlimited” plans.

Category 1

Class Members who bought a Straight Talk, Net10, Simple Mobile, or Telcel America brand wireless service plan with “unlimited” data and whose data services were throttled (slowed) at TracFone’s request between October 28, 2013 and December 31, 2014.

Category 2

Class Members who bought a Straight Talk, Net10, Simple Mobile, or Telcel America brand wireless service plan with “unlimited” data and whose data services were throttled (slowed) at TracFone’s request between July 24, 2009 and October 27, 2013.

Category 3

Class Members who bought a Straight Talk, Net10, Simple Mobile, or Telcel America brand wireless service plan with “unlimited” data and whose data services were suspended (cut off) at TracFone’s request between July 24, 2009 and December 31, 2014.

Category 4

Class Members who purchased a Straight Talk, Net10, Simple Mobile, or Telcel America brand wireless service plan with “unlimited” data and who had all of their services terminated at TracFone’s request between July 24, 2009 and December 31, 2014.

You don’t need to choose a Category. The Settlement Administrator supervising the refund program will use company records and the information you provide in your Claim Form to determine which Category you are in and to calculate your refund amount. Please note that for Class Members who had Simple Mobile unlimited plans prior to May 2013, TracFone does not have sufficient data to tell whether their service was throttled, suspended, or terminated. Valid claimants in this group will be designated as Category 1 or Category 2, depending on their dates of service.

13. Can I file more than one claim?

Yes. If you had more than one phone number with “unlimited” data from Straight Talk, Net10, Simple Mobile, or Telcel America between July 24, 2009, and December 31, 2014, you can file a separate Claim Form for each phone number you had. (It’s easier to file multiple claims online at www.PrepaidPhoneRefund.com).

14. When will I receive a refund payment?

Class members who file valid claims will be sent refund payments if the Court grants final approval to the settlement and after any appeals are resolved. Please be patient.

15. What practice changes are included in the settlement?

As part of the settlement, TracFone has also agreed to improve its advertising and customer service to make clearer to customers its throttling and related policies and their impact on customers' mobile service. These improvements include better disclosures in TracFone's marketing and packaging about TracFone's throttling policies, high-speed data caps, and the impact throttling has on customers' services. They also include improvements to TracFone's customer service operations to ensure that the throttling policies and their impact are more clearly disclosed to customers, and other steps to ensure that customers are better informed about the policies, how they can monitor their data usage, and about their choices. The Settlement Agreement, available at www.PrepaidPhoneRefund.com, includes all of the details about the improvements that TracFone has agreed to make.

16. What am I giving up to stay in the Class?

If you don't exclude yourself from the Class by following the process for excluding yourself explained in Question 17, you may make a claim for a refund, but you cannot sue, continue to sue or be part of any other lawsuit against TracFone or Wal-Mart about the issues in this case. It also means that all of the decisions by the Court will apply to you. The Settlement Agreement, available at www.PrepaidPhoneRefund.com, describes all of the claims you are releasing (giving up) by staying in the Class.

EXCLUDING YOURSELF FROM THE CLASS

If you don't want to make a claim for a refund, and you want to keep the right to sue TracFone or Wal-Mart on your own about the issues in this case, then you must take steps to exclude yourself from the Class. This is sometimes referred to as "opting out" of the Class. If you exclude yourself, you are no longer a Class Member and won't get a refund through this settlement.

17. How do I exclude myself from the Class?

If you don't want to be in the Class, you may exclude yourself by writing to the Settlement Administrator. Your request must include the following:

- Your full name, address and telephone number;
- A statement that you want to be excluded from the settlement in In re TracFone Unlimited Service Plan Litigation; and
- Your signature

You must mail your exclusion request, **postmarked by May 20, 2015**, to: Prepaid Phone Refund, Settlement Administrator, P.O. Box 2011, Chanhassen, MN 55317-2011

18. If I don't exclude myself, can I sue TracFone or Wal-Mart for the same thing later?

No. Unless you exclude yourself, you give up the right to sue TracFone or Wal-Mart about the issues in this case.

OBJECTING TO THE SETTLEMENT

You can tell the Court that you don't agree with the settlement or some part of it.

19. How do I tell the Court if I don't like the settlement?

If you are in the Class and don't exclude yourself, you can object to any part of the settlement, the settlement as a whole, Class Counsel's request for attorneys' fees and expenses, and/or the request for service awards for the class representatives. To object, you must send a letter that includes the following:

- The name of this case, which is In re TracFone Unlimited Service Plan Litigation, No. 13-cv-03440-EMC (N.D. Cal.);
- Your full name, address and telephone number;

- An explanation of the basis upon which you claim to be a Class Member, including: (a) the brand(s) (Straight Talk, Net10, Simple Mobile, or Telcel America) of your mobile service that you believe may have been subject to throttling, suspension, or termination; (b) your mobile telephone number(s) for the brand(s); and (c) the approximate time period when you had that mobile service;
- All grounds for your objection, accompanied by any legal and factual support;
- Whether you are represented by counsel, and if so the identity of such counsel;
- A statement confirming whether you intend to personally appear and/or testify at the Fairness Hearing;
- The identity of any counsel who will appear at the Fairness Hearing on your behalf;
- A list of any witnesses you will call to testify, or any documents or exhibits you will use, at the Fairness Hearing;
- Your signature (an attorney's signature is not sufficient).

To be considered, your objection must be mailed to: Prepaid Phone Refund, Settlement Administrator, P.O. Box 2011, Chanhassen, MN 55317-2011, **postmarked no later than May 20, 2015**.

If you don't send a timely or complete objection, you will waive all objections to the settlement, and won't be allowed to object to the settlement at the Fairness Hearing or otherwise.

20. What's the difference between objecting to the settlement and excluding myself from the Class?

You object to the settlement when you wish to remain a Class Member and be subject to the settlement, but disagree with some aspect of the settlement. An objection allows your views to be heard in Court.

In contrast, excluding yourself from the Class means that you are no longer a Class Member and don't want the settlement to apply to you. Once excluded, you lose any right to receive a refund from the settlement or to object to any aspect of the settlement because the case no longer affects you.

IF YOU DO NOTHING

21. What happens if I do nothing at all?

If you do nothing, don't expect to receive any refund from the settlement. Some limited number of Class Members for whom TracFone has valid address information may be automatically deemed to have filed a claim, but you should not assume that you will get any refund if you don't file a valid Claim Form. The only way to ensure you are eligible for a refund is if you file a valid Claim Form.

If you do nothing, you will be giving up your rights to be part of any other lawsuit or make any other claim against TracFone or Wal-Mart about the issues in this case. The Settlement Agreement, available at www.PrepaidPhoneRefund.com, describes all of the claims you are releasing (giving up) by remaining in the Class.

THE LAWYERS REPRESENTING YOU

22. Do I have a lawyer representing me in this case?

Yes. The Court has appointed lawyers to represent the Class. They are called "Class Counsel." You won't be charged for these lawyers. If you want to be represented by your own lawyer, you may hire one at your own expense. The lawyers appointed as Class Counsel are:

Michael W. Sobol
Lief Cabraser Heimann & Bernstein, LLP
275 Battery Street, 29th Floor
San Francisco, California 94111

Daniel M. Hattis
Hattis Law
2300 Geng Road, Suite 200
Palo Alto, California 94303

John A. Yanchunis, Sr.
J. Andrew Meyer
Morgan & Morgan Complex Litigation Group
201 N. Franklin Street, 7th Floor
Tampa, Florida 33602

The Court has also appointed plaintiffs David Hansell, Edward Tooley, Christopher Valdez, Mona Gandhi, Marisha Johnston, Marshall Tietje, Martin Blaqmoor, and John Browning as "class representatives" to represent the Class in this case.

23. How will Class Counsel be paid?

Class Counsel intends to ask the Court to award attorneys' fees of up to \$5 million, plus reimbursement of their out-of-pocket litigation expenses of up to \$100,000.

Class Counsel will also ask the Court to award service of awards of \$2,500 each to the eight class representatives, to compensate them for their commitment and efforts on behalf of the Class in this case.

The Court will determine the amount of attorneys' fees, expenses, and service awards to award. Any attorneys' fees, expenses, and service awards awarded by the Court will be paid by TracFone in addition to (that is, on top of) the \$40 million settlement fund, and won't reduce the refunds to Class Members.

Class Counsel's application for attorneys' fees, expenses, and class representative service awards is available at www.PrepaidPhoneRefund.com.

THE COURT'S FAIRNESS HEARING

The Court will hold a hearing (the "Fairness Hearing") to decide whether to approve the settlement and the request for attorneys' fees, expenses and class representative service awards. You may attend and you may ask to speak, but you don't have to.

24. When and where will the Court decide whether to approve the settlement?

The Court will hold the Fairness Hearing at June 23, 2015 at 2:30 PM, at the United States District Court for the Northern District of California, 450 Golden Gate Ave, 17th Floor, Courtroom 5, San Francisco, CA 94102. The hearing may be moved to a different date or time without notice, so check for updates at www.PrepaidPhoneRefund.com. At this hearing, the Court will consider whether the settlement is fair, reasonable and adequate. The Court will also consider Class Counsel's application for attorneys' fees and expenses and for service awards for the class representatives. If there are objections, the Court will consider them at the hearing. After the hearing, the Court will decide whether to approve the settlement. We don't know how long the decision will take.

25. Do I have to attend the hearing?

No. You don't have to attend the Fairness Hearing. Class Counsel will answer any questions the Court may have. If you or your personal attorney would like to attend the Fairness Hearing, you are welcome to do so at your expense. If you send a written objection, you don't have to come to Court to talk about it. As long as you send your written objection on time, to the proper address, and it complies with the requirements set forth above, the Court will consider it.

26. May I speak at the hearing?

You may ask the Court for permission to speak at the Fairness Hearing. To do so, you must send a letter saying that you intend to appear and wish to be heard. Your Notice of Intent to Appear must include the following:

- Your full name, address and telephone number;
- A statement that this is your "Notice of Intention to Appear" at the Fairness Hearing for the settlement in In re TracFone Unlimited Service Plan Litigation, Case No. 13-cv-03440-EMC (N.D. Cal.);
- The reasons you want to be heard;
- The name of any counsel who will be appearing on your behalf;
- Copies of any papers, exhibits, or other evidence or information that is to be presented to the Court at the Fairness Hearing; and
- Your signature.

You must mail your Notice of Intention to Appear to: Prepaid Phone Refund, Settlement Administrator, P.O. Box 2011, Chanhassen, MN 55317-2011, **postmarked no later than May 20, 2015.**

GETTING MORE INFORMATION**27. How do I get more information?**

This notice summarizes the proposed settlement. You can find more details in the Settlement Agreement. You can get a copy of the Settlement Agreement, read other key case documents, and get more information, at www.PrepaidPhoneRefund.com. You can also call (855) 312-3327 for more information. **DO NOT CONTACT THE COURT.**

Were you a Straight Talk, Net10, Simple Mobile, or Telcel America customer?

You may be eligible for a refund.

Consumers have filed a lawsuit, saying that those brands advertised “unlimited” data plans, but then slowed or cut off data service, or terminated all services, for some customers. To settle the case, TracFone Wireless, the company that owns those brands, has agreed to pay refunds to eligible consumers.

To apply for a refund, you must file this Claim Form. You can either:

- Go to www.PrepaidPhoneRefund.com and file online; **or**
- Print this form, fill it out, and mail it to: Prepaid Phone Refund
Settlement Administrator
P.O. Box 2011
Chanhassen MN 55317-2011

Important: The deadline to file a claim is June 19, 2015.

Your Contact Information

Name _____

Address _____

City _____ State _____ ZIP _____

Email (optional) _____

Confirming Your Eligibility

[Provide the following information and the Settlement Administrator will determine your eligibility. **You may file a separate Claim Form for each phone number you had.**]

Between 7/24/09 and 12/31/14, I had a mobile service plan with “unlimited” data from:

(check one)

- | | |
|--|---|
| <input type="checkbox"/> Straight Talk | <input type="checkbox"/> Net10 |
| <input type="checkbox"/> Simple Mobile | <input type="checkbox"/> Telcel America |

My mobile telephone number for that brand was: () _____

About when did you have that mobile service plan? From: _____ to _____

(Please give your best estimate – for example: January 2010 to March 2010.)

☐ **The information I gave on this Claim Form is correct to the best of my knowledge.**

Signature

Date

Instructions for Filing a Claim

Please read these instructions carefully. If you don't follow the instructions, you might not be eligible for a refund.

1. What brands are involved in this settlement?

Straight Talk, Net10, Simple Mobile and Telcel America. These brands are owned by TracFone.

2. Am I eligible for a refund?

If you purchased a Straight Talk, Net10, Simple Mobile or Telcel America mobile wireless service plan with "unlimited" data in the United States, and, at any time between July 24, 2009 and December 31, 2014, you had your data usage "throttled" (slowed), "suspended" (cut off), or had all of your services terminated by TracFone prior to the expiration of your service plan, you are eligible for a refund under the settlement if you file a timely claim. While the Court has not yet decided whether to approve the settlement, the window to file a claim is now open. Refunds will be provided to eligible claimants if the Court approves the Settlement.

If you purchased a Straight Talk, Net10, Simple Mobile, or Telcel America "unlimited" plan and want to apply for a refund, but are unsure whether you meet the other eligibility criteria, you should file a claim. The Settlement Administrator supervising the refund program will use the information you provide in the Claim Form to confirm your eligibility for a refund.

3. How much money can I get?

Payments will depend on three things: how many eligible people file claims, when you were a customer, and how your service was affected. The Settlement Administrator supervising the refund program will use company records and the information on your Claim Form to determine who is eligible and how much they will get. For more information, please read the Class Notice, available at www.PrepaidPhoneRefund.com.

4. Can I file more than one claim?

Yes. If you had more than one phone number with "unlimited" data from Straight Talk, Net10, Simple Mobile or Telcel America between July 24, 2009, and December 31, 2014, you can file a separate Claim Form for each phone number you had. (It's easier to file multiple claims online at www.PrepaidPhoneRefund.com).

5. How do I file a claim?

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Settlement Administrator
P.O. Box 2011
Chanhassen MN 55317-2011

If the Settlement Administrator needs more information, you may be contacted directly. If your Claim Form is incomplete or contains false information, you may not be eligible for a refund.

6. What is the deadline for filing a claim?

The deadline to file online is June 19, 2015. If you file by mail, the postmark deadline is June 19, 2015.

7. How will my information be used?

The Settlement Administrator will use the information on this Claim Form only to determine your eligibility for a refund and to send you important notices about the settlement.

8. What is the status of the settlement and where can I get more information?

The court overseeing the class action lawsuits will review the proposed class action settlement, and has not yet decided whether to approve the settlement. Visit www.PrepaidPhoneRefund.com or call (855) 312-3327 for more information, including about your rights to opt-out of the settlement or object.

Instructions for Filing a Claim

Please read these instructions carefully. If you don't follow the instructions, you might not be eligible for a refund.

1. What brands are involved in this settlement?

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If you purchased a Straight Talk, Net10, Simple Mobile, or Telcel America "unlimited" plan and want to apply for a refund, but are unsure whether you meet the other eligibility criteria, you should file a claim. The Settlement Administrator supervising the refund program will use the information you provide in the Claim Form to confirm your eligibility for a refund.

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The Settlement Administrator will use the information on this Claim Form only to determine your eligibility for a refund and to send you important notices about the settlement.

8. What is the status of the settlement and where can I get more information?

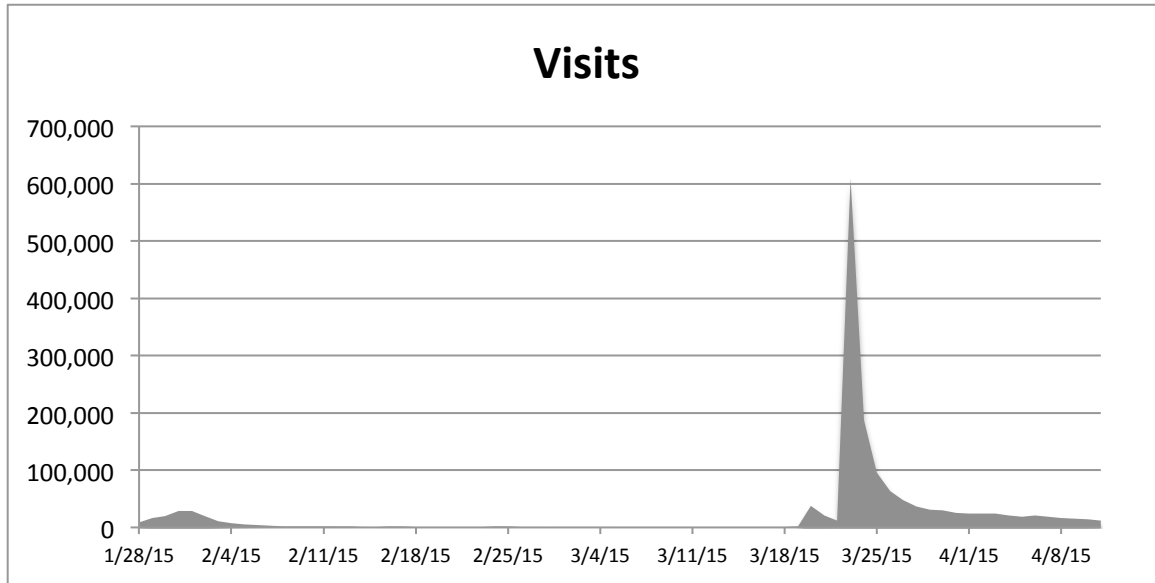
The court overseeing the class action lawsuits will review the proposed class action settlement, and has not yet decided whether to approve the settlement. Visit www.PrepaidPhoneRefund.com or call (855) 312-3327 for more information, including about your rights to opt-out of the settlement or object.

Exhibit D

4/19/15



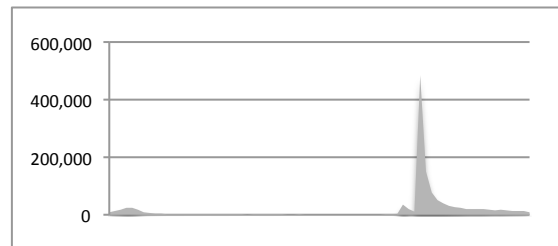
Prepaid Phone Refund Settlement
Summary Web Traffic
January 28, 2015 - April 16, 2015



Visits

1,660,491

Unique Visitors

1,363,901

Page Views

11,037,444

Average Pages/Visit

6.65

4/19/15



Prepaid Phone Refund Settlement
Desktop vs. Smart Phone/Tablet
January 28, 2015 - April 16, 2015

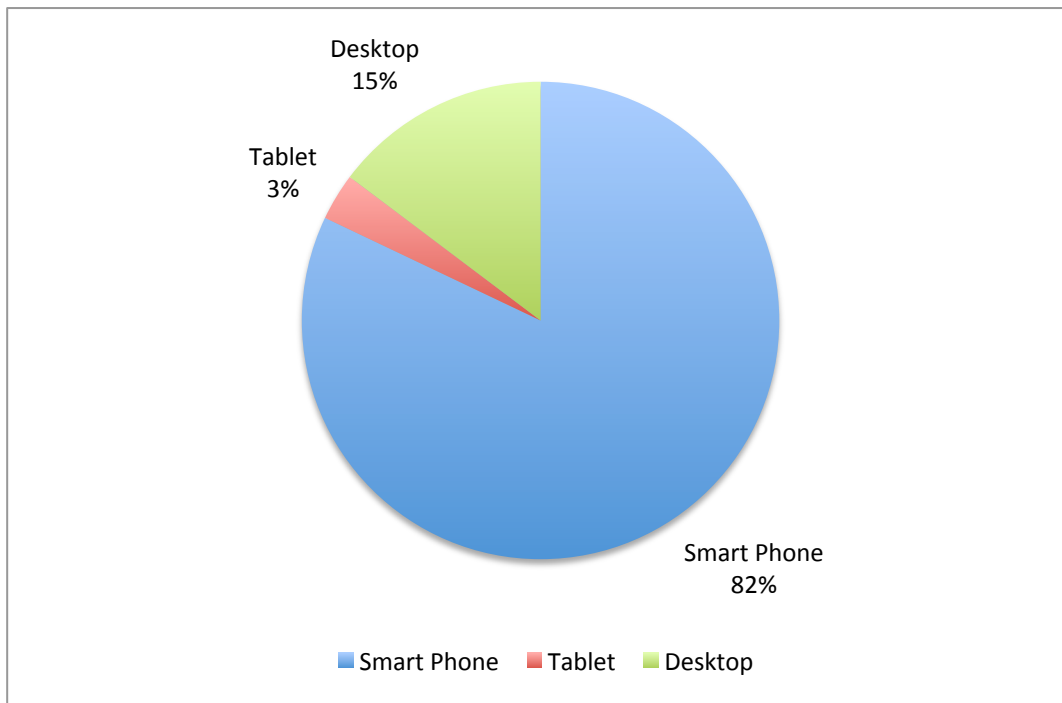
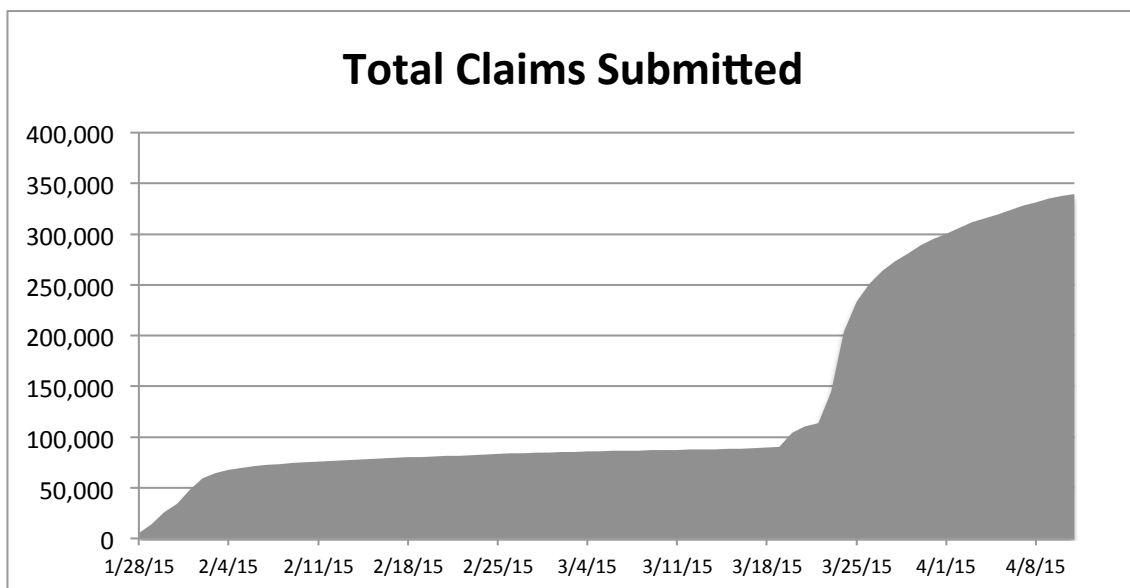
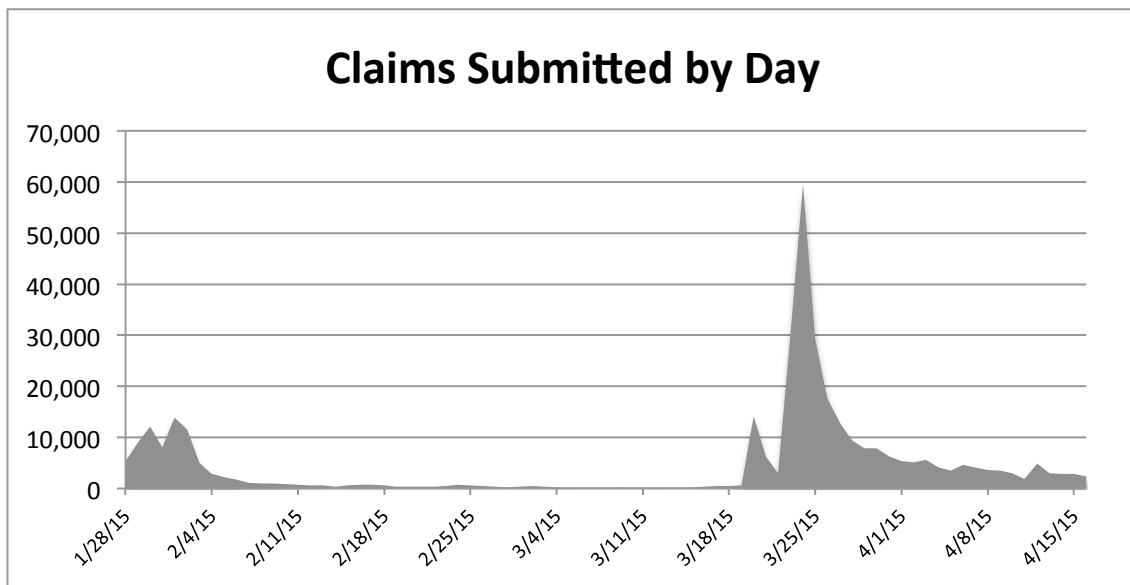


Exhibit E

4/19/15



Prepaid Phone Refund Settlement
Claims Submitted by Day
January 28, 2015 - April 16, 2015



Total Claims Submitted: 355,593

4/17/15



Prepaid Phone Refund Settlement
 Claims Submitted by Day
 January 28, 2015 - April 16, 2015

Date	Claims
01/28/15	5,238
01/29/15	8,950
01/30/15	12,131
01/31/15	8,027
02/01/15	13,874
02/02/15	11,465
02/03/15	4,997
02/04/15	2,887
02/05/15	2,224
02/06/15	1,696
02/07/15	1,073
02/08/15	933
02/09/15	932
02/10/15	897
02/11/15	701
02/12/15	647
02/13/15	576
02/14/15	400
02/15/15	559
02/16/15	688
02/17/15	742
02/18/15	555
02/19/15	394
02/20/15	357
02/21/15	309
02/22/15	386
02/23/15	492
02/24/15	675
02/25/15	575
02/26/15	425
02/27/15	395
02/28/15	248
03/01/15	356
03/02/15	445
03/03/15	345
03/04/15	280

4/17/15



Prepaid Phone Refund Settlement
 Claims Submitted by Day
 January 28, 2015 - April 16, 2015

Date	Claims
03/05/15	269
03/06/15	234
03/07/15	209
03/08/15	196
03/09/15	191
03/10/15	197
03/11/15	214
03/12/15	263
03/13/15	215
03/14/15	206
03/15/15	184
03/16/15	300
03/17/15	518
03/18/15	495
03/19/15	658
03/20/15	14,153
03/21/15	6,240
03/22/15	3,049
03/23/15	30,916
03/24/15	59,482
03/25/15	29,351
03/26/15	17,692
03/27/15	12,749
03/28/15	9,384
03/29/15	7,880
03/30/15	7,932
03/31/15	6,236
04/01/15	5,372
04/02/15	5,089
04/03/15	5,676
04/04/15	4,144
04/05/15	3,494
04/06/15	4,643
04/07/15	4,137
04/08/15	3,606
04/09/15	3,451

4/17/15



Prepaid Phone Refund Settlement
Claims Submitted by Day
January 28, 2015 - April 16, 2015

Date	Claims
04/10/15	2,933
04/11/15	1,888
04/12/15	4,860
04/13/15	2,949
04/14/15	2,836
04/15/15	2,859
04/16/15	2,369
Total	<hr/> 355,593

Exhibit F

Invoice

Invoice Date	Invoice Number
2/19/15	10153
Period Start	Through Date
2/19/15	2/19/15

TracFone Unlimited Service Plan Litigation
 c/o Michael W. Sobol
 Lieff Cabraser Heimann & Bernstein
 275 Battery Street, 29th Floor
 San Francisco, CA 94111-3339

Engagement: *TracFone Unlimited Service Plan Litigation*

Terms: See Below

Description	Quantity	Rate	Amount
HF Media LLC Media Schedule: Approximately 90 Days Nationwide <i>Traditional Print Magazines</i> <i>Internet</i> <i>Social Media</i> <i>Mobile Network</i> <i>Press Release</i> <i>Audio News Release</i> <i>Terms: Per HF Media (see attached), media expenses are due 15 days after preliminary approval.</i>			\$585,268.00
Total Expenses This Invoice:			\$585,268.00

Please Remit To:

Analytics
 18675 Lake Drive East
 Chanhassen, MN 55317

or

Analytics Consulting LLC
 Operating Account
 Alerus Financial
 2300 South Columbia Road
 Grand Forks, ND 58201

ABA # - 091300159
 A/C # - 50187360
 Tax ID # 46-3014448



INVOICE

Date: February 6, 2015

Invoice: 2015-009 – Tracfone

TERMS – DUE IN 15 days after Preliminary Court

Approval: \$585,268.00

TO: Richard Simmons
President
Analytics Incorporated
18732 Lake Dr., E.
Chanhassen, MN 55317-9384

Please Remit To:
Heffler Claims
1515 Market Street, Suite 1700
Philadelphia, PA 19102
Attn: Ron Bertino, CPA
Phone # 215-972-5045

Wire Transfer Instructions Call: 215-972-5045

Publication for: In re TracFone Unlimited Service Plan Litigation, No. 13-cv-03440-EMC (N.D. Cal.)

Media Schedule: Approximately 90 Days Nationwide

Media

Traditional Print Magazines
Internet
Social Media
Mobile Network
Press Release
Audio News Release

HF Media LLC., Terms and Conditions

HF Media, LLC., a division of Heffler Claims, is an advertising, communications and public relations agency. HF Media's services include, among others, its expertise, media research, rate negotiation, and value added client services, graphic design, project management and proof of publication reporting. In exchange for these services HF Media is compensated on a commission/fee structure and those fees are included in the attached total estimated budget, which is consistent with advertising industry practice. The Client agrees to pay HF Media its fees and commissions for media buys described in this proposal in advance, prior to HF Media placing any portion of the media buy.

Further, services such as expert testimony, expert consultation, declaration preparation, and issuing press releases and monitoring for resulting articles and social mentions are billed on an hourly basis. Additionally, the client agrees to reimburse HF Media for out-of-pocket expenses such as travel, and other agreed upon costs. HF Media shall invoice client monthly for these services and expenses and client shall pay HF Media invoices in accordance with the invoices' payment terms.

All advertising is subject to publisher's approval, which can sometimes include an extensive legal review. Publishers retain the right to decline advertising. Internet properties and networks commonly adjust rates throughout the calendar year without notification, which may alter the estimated costs. Internet rate increases may reduce the total impression purchased and therefore, may reduce estimated reach of the notice program described above. Due to potential media rate adjustments during a calendar year, this quote is only valid for publication through Q2; after that time, it may need to be revised.

Invoice



Invoice Date	Invoice Number
3/4/15	10155
Period Start	Through Date
1/1/15	2/28/15

TracFone Unlimited Service Plan Litigation
 c/o Michael W. Sobol
 Lieff Cabraser Heimann & Bernstein
 275 Battery Street, 29th Floor
 San Francisco, CA 94111-3339

Engagement: *TracFone Unlimited Service Plan Litigation*

Terms: Upon Receipt

Description	Quantity	Rate	Amount
Class Notification			
Project Management: Initial Project Design and Implementation.			
Project Manager	67.10	\$125.00	\$8,387.50
Senior Management	88.75	\$250.00	\$22,187.50
Information Systems: Initial Application Design and Customization	35.70	\$115.00	\$4,105.50
Toll Free Phone and Email Support			
Initial Configuration of Call Center			\$1,000.00
Post Preliminary Approval Revisions	2.00	\$125.00	\$250.00
Call Center Support (FTC Announcement through Preliminary Approval)			
Call Center Supervision	12.00	\$125.00	\$1,500.00
Training of Agents on Specifics of Litigation	30.00	\$45.00	\$1,350.00
Dedicated Call Center Agents	162.75	\$45.00	\$7,323.75
Call Center Support (Post Preliminary Approval)			
Call Center Supervision	6.50	\$125.00	\$812.50
Internet Support			
Initial Website Design and Implementation			\$1,200.00
Static Site: Enterprise Cluster and Global Content Delivery Network	2	\$3,200	\$6,400.00
Online Claims: Secure Portal and Enterprise Cluster	2	\$1,393	\$2,786.00
Claims Processing			
Information Systems: Claims Processing Applications Development			
Blended Rate, Includes Development, Acceptance Testing, Load Testing, and Deployment	80.0	\$200.00	\$16,000.00
Online Claims Processing	83,876	\$0.35	\$29,356.60
Paper Claims Processing	608	\$1.25	\$760.00
Other Expenses			
Translate Case Documents, Website and IVR			\$4,258.63
Total Fees and Expenses, This Invoice:			\$107,677.98

Invoice

Please Remit To:

Analytics
18675 Lake Drive East
Chanhassen, MN 55317

or

Analytics Consulting LLC
Operating Account
Alerus Financial
2300 South Columbia Road
Grand Forks, ND 58201

ABA # - 091300159
A/C # - 50187360
Tax ID # 46-3014448

Invoice

Invoice Date	Invoice Number
3/4/15	10156
Period Start	Through Date
n/a	n/a

TracFone Unlimited Service Plan Litigation
 c/o Michael W. Sobol
 Lieff Cabraser Heimann & Bernstein
 275 Battery Street, 29th Floor
 San Francisco, CA 94111-3339

Engagement: *TracFone Unlimited Service Plan Litigation*

Terms: Upon Receipt

Description	Quantity	Rate	Amount
Class Notification			
Email Class Notice	1,529,914	\$0.015	\$22,948.71
Pre-Mailing Address Updates Address Standardization and Update Using National Change of Address Database			Included
Print and Mail Class Notice Print, Personalize and Mail Class Notice Formatted as a One Page Self Mailer	1,943,422	\$0.030	\$58,302.66
First Class Postage	1,943,422	\$0.400	\$777,368.80
Total Expenses This Invoice:			\$858,620.17

Please Remit To:

Analytics
 18675 Lake Drive East
 Chanhassen, MN 55317

or

Analytics Consulting LLC
 Operating Account
 Alerus Financial
 2300 South Columbia Road
 Grand Forks, ND 58201

ABA # - 091300159
 A/C # - 50187360
 Tax ID # 46-3014448

Exhibit G



Schedule A

Projected Administrative Costs - Tracfone Litigation

Activity	Estimated Volume	Hours or Units	Rate	Estimated Total
Class Notification				
Project Management: Initial Project Design, Implementation, and Supervision of Initial Class Mailing				
Project Manager	67.10	Hours	\$125	\$8,388
Senior Management	88.75	Hours	\$250	\$22,188
Information Systems: Receive, Load, and Process Database of Class Members. Initial Application Customization to Address Specifics of Settlement.	80	Hours	\$115	\$9,200
Publication Notice (See Attached Invoice From HF Media LLC)				\$585,268
Publication Notice Expert Testimony Fees (If Travel and Testimony if Required)				\$20,000
Pre-Mailing Address Updates				
Address Standardization and Update Using National Change of Address Database				Included
Email Class Notice	1,133,253	Emails	\$0.015	\$16,999
Print and Mail Class Notice				
Print, Personalize and Mail Class Notice Formatted as a One Page Self Mailer	1,834,683	Notices	\$0.03	\$55,040
First Class Postage (Presorted to Lowest Possible Cost)	1,834,683	Notices	\$0.40	\$733,873
Process Mail Returned as Undeliverable by the USPS	162,069	Notices	\$0.12	\$19,448
Process Address Corrections Provided by the USPS	36,694	Notices	\$0.19	\$6,972
Class Member Location Services				
Research Fees	162,069	Searches	\$0.25	\$40,517
Remail Notices To Updated Addresses				
Address Corrections Provided by the USPS	36,694	Notices	\$0.09	\$3,302
Address Updates Identified Through Research (Assumes 50% Success Rate)	81,035	Notices	\$0.09	\$7,293
First Class Postage (Presorted to Lowest Possible Cost)	117,728	Notices	\$0.40	\$47,091
Process Requests for Exclusions	16	Hours	\$75	\$1,200
Translate Case Documents, Website and IVOR				\$4,259
Total Projected Fees - Mailing of Class Notice				\$1,576,780



Schedule A

Projected Administrative Costs - Tracfone Litigation

Activity	Estimated Volume	Hours or Units	Rate	Estimated Total
Toll Free Phone and Email Support				
Initial Configuration of Call Center				\$1,000
Ongoing Maintenance and Revisions to Call Center Programming	16	Hours	\$125	\$2,000
Call Center Support (FTC Announcement through Preliminary Approval) Dedicated Call Center Agents	162.75	Hours	\$45	\$7,324
Automated Phone Support (Per minute, includes toll free charges)				
Number of Calls	103,017	Calls		
Average Call Length (Minutes)	3	Minutes		
Total Minutes	309,051	Minutes	\$0.30	\$92,715
Call Center Supervision	80	Hours	\$125	\$10,000
Call Center Training of Agents on Specifics of Litigation	36	Hours	\$45	\$1,620
Claimant Support Representative ("CSR") for Calls and Correspondence (Paper and Email)				
Number of Calls Transferred (Assumes 30% Calls Transfer Rate)	30,905	Calls		
Average Call Length (Minutes)	3	Minutes		
Total Minutes	92,715	Minutes	\$0.95	\$88,080
Total Projected Fees - Toll Free Phone Support				\$202,739
Internet Support				
Initial Website Design and Implementation				\$1,200
Static Website Hosting				
Enterprise Cluster and Global Content Delivery Network	5	Months	\$3,200	\$16,000
Standard Website Hosting	5	Months	\$250	\$1,250
Secure Portal and Data Hosting	6	Months	\$1,400	\$8,400
Total Projected Fees - Internet Support				\$26,850



Schedule A

Projected Administrative Costs - Tracfone Litigation

Activity	Estimated Volume	Hours or Units	Rate	Estimated Total
Claims Processing				
Project Management: Oversight of Claims Processing and Quality Control	80	Hours	\$125	\$10,000
Information Systems: Claims Processing Applications Development; Programming, Customization, and Testing of Online Claims Filing (Blended Rate)	80	Hours	\$200	\$16,000
Information Systems: Ongoing Support and Reporting	80	Hours	\$115	\$9,200
Online Claims Processing: Review, and Determination of Status	910,000	Claims	\$0.35	\$318,500
Paper Claims Processing: Review, and Determination of Status	10,000	Claims	\$1.25	\$12,500
Process and Resolve Deficient Claims	45	Hours	\$75	\$3,375
Total Projected Fees - Claims Processing				\$369,575
Distribution Services				
Project Management - Distribution of Settlement Proceeds	40	Hours	\$125	\$5,000
Information Systems: Check Programming and Calculation of Final Distribution Amounts; Ongoing Engagement Support	40	Hours	\$115	\$4,600
Print and Mail Settlement Checks <i>Assumes Distribution to Class Members Who Either: 1) Have A Valid Mailing Address, or, 2) Submit A Claim</i>	2,581,914	Checks	\$0.11	\$284,011
First Class Postage (Will Be Billed at Actual Amount Incurred)	2,581,914	Checks	\$0.40	\$1,032,766
Check Processing Fee on Distributions - Bank Charges	2,581,914	Checks	\$0.05	\$129,096
Post Distribution Activities: Claimant Queries and Check Reissues	120	Hours	\$45	\$5,400
Post Distribution Activities: Account Reconciliation and Reporting	20	Hours	\$150	\$3,000
Check Reissues	25,819	Checks	\$1.50	\$38,729
Qualified Settlement Fund Accounting Annual State and Federal Tax Return	2	Tax Returns	\$1,000	\$2,000
Total Projected Fees - Distribution Services				\$1,504,601
Total Projected Fees and Expenses, All Phases				\$3,680,544
Total Amount Invoiced to Date				\$1,551,566
Remaining Fees and Expenses, All Phases				\$2,128,978