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T-Mobile Takes Customization to a New Level With The Latest T-Mobile Sidekick

The new T-Mobile® Sidekick® lets customers change the look of their device as often as they change their clothes

BELLEVUE, Wash. – July 30, 2008 – A picture from high school graduation, a favorite sports team logo or a vibrant splash of the hottest fall color – whatever you want to express, you can design it on the new T-Mobile® Sidekick®. Available today, T-Mobile USA, Inc. has added the latest edition to the Sidekick family providing customers with the opportunity to create shells for their Sidekick with the images, colors or designs they choose.

The new Sidekick will ship with two shells: black and metallic green. A variety of pre-designed shell patterns and colors also are readily available for customers to purchase at T-Mobile retail stores or online. Of course, for true individualization, customers can design a completely unique shell unlike any other using a dedicated online Sidekick site via SkinIt at www.sidekickshells.com. Doing so is as simple as uploading a personal photo or graphic design, or selecting your own text, shapes, icons or logos. The final design is custom-printed onto the shell, then shipped. Once the design is complete, customers can share their work of art in a public gallery that will be hosted on www.sidekick.com.

“There is perhaps nothing more important than someone’s individual style and personality. The new T-Mobile Sidekick, with its customizable shells, lets our customers easily express that unique style directly on their phone,” says Sajal Sahay, director, product marketing, T-Mobile USA. “Providing our customers with options to stand out from the crowd and show a true expression of themselves is what makes this Sidekick such an intriguing, fun device.”

In addition to enhanced personalization, the T-Mobile Sidekick is sporting a slightly smaller, thinner and lighter design than previous Sidekicks. It also comes fully loaded with the latest Sidekick features including video capture and playback ability, so customers can record and watch spontaneous and memorable moments, whether at a football game or a music concert.

The new Sidekick also features an integrated Spanish user interface - the first for a Sidekick device. Other features include first-rate messaging with IM, text and e-mail, as well as stereo Bluetooth® for easy photo and file transfers and a 2.0 megapixel camera. The Sidekick also is equipped with customizable Web surfing and more internal memory for storage of ringtones and multimedia messages.

T-Mobile Sidekick Features Include:

- Exterior shells that can be personalized
- Capability to record, play and share videos: record videos using the camera; receive video attachments from e-mail, picture messaging, or side load videos to the microSD card; play video using the built-in media player; share videos via e-mail, Bluetooth or picture messaging
- Horizontal swivel screen and full QWERTY keyboard (manufactured by Sharp)
- WQVGA screen with high-definition LCD technology
- Enhanced Web surfing: PC-like, full-size layout or standard Sidekick screen-size layout to scroll and read a page; use Mini Page to zoom out on an overview of an entire Web page; save images from Web pages to the microSD card
- Customizable IM experience: create and join group chats, set custom status messages, search for friends in a buddy list and see who is logged into IM to immediately start a conversation
- Easy download capability: install and use downloads without the need to restart the device; set a theme as the device’s default instantly
- Bluetooth 2.0 with A2DP supports stereo Bluetooth and Bluetooth file transfer to other Bluetooth devices including Bluetooth photo printers
- 2.0 megapixel camera
- Included 512MB microSD memory card
- More storage: Up to 25 ringtones, add up to five slides to multimedia messages, and up to 60-second voice messages
- Quick Find to search across all applications
- T-Mobile myFaves® enabled
- Dimensions: 4.7” x 2.3” x 0.7”, 5.3 oz.
- 2.6-inch display, 400x240 pixels
- Quad-band world phone 850/900/1800/1900 MHz; GSM,GPRS,EDGE
- 1030mAh Lion battery

The new T-Mobile Sidekick is available today at select T-Mobile retail stores and online at www.t-mobile.com. Please visit www.sidekick.com for T-Mobile Sidekick news and updates.

Note: For video content and images about T-Mobile USA products, please log onto www.thenewsmarket.com/t-mobile to preview and request broadcast-standard video digitally or by tape. Registration and video is free to the media.

About T-Mobile USA, Inc.

Based in Bellevue, Wash., T-Mobile USA, Inc. is the U.S. operation of Deutsche Telekom AG’s Mobile Communications Business, and a wholly owned subsidiary of T-Mobile International, one of the world’s leading companies in mobile communications. By the end of the first quarter of 2008, 123 million mobile customers were served by the mobile

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communication segments of the Deutsche Telekom group — 30.8 million by T-Mobile USA — all via a common technology platform based on GSM, the world's most widely used digital wireless standard. T-Mobile's innovative wireless products and services help empower people to connect to those who matter most. Multiple independent research studies continue to rank T-Mobile among the highest in numerous regions throughout the U.S. in wireless customer care and call quality. For more information, please visit www.t-mobile.com. T-Mobile is a federally registered trademark of Deutsche Telekom AG. Sidekick is a federally registered trademark of T-Mobile USA, Inc. All other trademarks are the property of their respective owners.

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