



For Immediate Release

Cincinnati Bell Wireless Calls on eSecuritel to Provide Handset Replacement Program

eSecuritel's 'Best Practices Assessment' revealed opportunities for Cincinnati Bell Wireless to improve customer experience, subscriber growth and profitability

ATLANTA -- September 14, 2009 – [eSecuritel](#), the expert in comprehensive handset replacement protection and replacement programs, has been selected by [Cincinnati Bell Wireless](#) to provide a complete wireless handset replacement program that includes the management of Cincinnati Bell's handset protection, extended warranty, and in-warranty programs. eSecuritel will deliver end-to-end oversight of the replacement cycle from an initial consumer claim through the entire fulfillment process.

One of the nation's most respected and best performing wireline and wireless communications service providers, Cincinnati Bell chose solutions from eSecuritel through an industry best practices assessment that analyzed the company's current offering and uncovered opportunities for the service provider to further improve the customer experience as well as increase subscriber growth and profitability.

"All of us at Cincinnati Bell are committed to providing superior network quality, products, and services," said Rob Scott, Director of Products & Logistics at Cincinnati Bell Wireless. "When the challenge came to deliver a world class handset protection program to our wireless subscribers, we partnered with eSecuritel. By executing and administering similar quality driven programs for other carriers, eSecuritel has the proven capacity and dedication we've been seeking. It's a program and partnership fitting of our commitment to our customers."

Assessment Evaluates Customer Satisfaction, Operations and Profitability

eSecuritel's Best Practices Assessment provides a simple framework for analyzing the current state of a wireless carrier's [handset replacement business](#) and determining programs that reduce churn, maximize the number of subscribers who purchase coverage, and leverage strengths of internal and external resources integral to the program. The assessment allowed eSecuritel and Cincinnati Bell Wireless to take a unique team approach to building a wireless protection program to ensure complete customer satisfaction.

"Our engagement with Cincinnati Bell Wireless was a true partnership from the beginning," said David Leach, CEO of eSecuritel. "We began this journey together with the initial objective of finding a wireless protection solution that provided the best customer experience for every type of handset issue that Cincinnati Bell customers may encounter. With this common objective and

our unique, proven Best Practices Assessment, we formulated the best solution for Cincinnati Bell Wireless and its customers.”

eSecuritel specializes in comprehensive handset protection and replacement programs that deliver an unparalleled customer experience for subscribers and profitability for carriers. The company serves over 20 carriers, more than any other handset protection provider. The cornerstone of eSecuritel’s service delivery capabilities is the company’s [Handset Issue Tracking System](#) (HITS™), an automated real-time technology that streamlines the claim fulfillment process and removes the burden for wireless carriers, making it possible to deliver faster adjudication and replacement services to consumers. eSecuritel seamlessly and transparently handles the entire claims, shipping, refurbishment and fulfillment process through a proven program which adheres to the insurance industry’s strict regulatory requirements. This fully compliant offering ultimately allows service providers to deliver the best possible replacement experience in the market.

About eSecuritel

Founded in 2001, eSecuritel, the expert in comprehensive handset protection and replacement programs, delivers an unparalleled customer experience for subscribers and profitability for carriers and dealers. Unlike other services where only malfunction is covered, eSecuritel protects new, used, or prepaid wireless devices against loss, theft and accidental damage as well as mechanical/electronic failure and malfunction. As the cornerstone to our services delivery, our Handset Issue Tracking System, or HITS™ technology, easily integrates with a carrier’s or dealer’s systems, managing all aspects of the handset replacement program from subscriber enrollment to claim fulfillment. It removes the burden of program management, making it possible to deliver faster adjudication and replacement services to subscribers. eSecuritel is the most flexible and responsive provider of handset insurance services to more wireless operators than any other company in the world. With a program which adheres to the insurance industry’s strict regulatory requirements, eSecuritel delivers peace of mind to wireless carriers, dealers and consumers. For more information visit <http://www.esecuritel.com>.

About Cincinnati Bell Inc.

With headquarters in Cincinnati, Ohio, Cincinnati Bell (NYSE: CBB) provides integrated communications solutions—including local, long distance, data, Internet, wireless, and entertainment services—that help keep residential and business customers in Greater Cincinnati and Dayton connected with each other and with the world.

Cincinnati Bell’s wireless network has the fewest dropped calls of any wireless network operating in Greater Cincinnati and Dayton, Ohio, based on the results of independent third-party testing conducted in February 2009. Extensive roaming agreements ensure Cincinnati Bell customers receive coverage throughout the United States and in 150 countries around the world. For more information about Cincinnati Bell Wireless rate plans and handsets, visit www.cincinnati-bell.com/consumer/wireless.

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