

Full-Text Keypad Tops Mobile Phone Buying Considerations This Holiday Season

Survey reveals full-text QWERTY keypad, email/Internet access among top-rated features

PRINCETON, NJ (December 17, 2008) — A new survey by Lightspeed Research reveals that when buying a new mobile phone this holiday season, U.S. consumers consider full-text QWERTY keypad and email/Internet access among the most important features influencing their purchasing decisions.

Conducted earlier this month through the Lightspeed Research Mobile Phone Panel — U.S. consumers who have agreed to take surveys via cell phone — the nationwide survey of 1,286 people shows 27% plan to buy a new cell phone as a holiday gift for themselves, while 20% plan to buy one as a holiday gift for someone else (with a 6% overlap buying for both). Rounding out the top four features they consider important are phone size/type (flip, clamshell, slide) and battery life. Despite the hype surrounding phone models featuring touch screens, consumers placed this feature near the bottom of their lists, along with downloadable applications.

Regarding price, these consumers say they plan to spend more on phones for themselves (in the \$151 to \$249 range) than on those they'll buy as gifts (\$101 to \$150). According to the gift-giving respondents, the majority (31%) of those on the receiving end this year are younger than 18.

When asked whether they would switch carriers to get a specific mobile phone model for themselves, nearly three-quarters (71%) of the respondents said they would not.

About Lightspeed Research:

Through proprietary global panels and research products and services, Lightspeed Research delivers valuable research to help businesses make informed decisions. From recruitment, to

activity level, to ongoing profiling, Lightspeed Research's panels are actively managed to provide engaged survey respondents and support studies that range in scope and complexity across industry sectors. Deeply profiled specialty panels including automotive, B2B, beverage, family and household, finance, health and wellness, media consumption, mobile phone, beauty and personal care, sports and hobbies, and travel and leisure, provide quick access to target audiences. As a quality leader, Lightspeed Research has implemented extensive measures to prevent fraudulent panel registrations and poor survey data.

Lightspeed Research is part of the Kantar Group, the information, insight and consultancy division of WPP (NASDAQ: WPPGY), one of the world's leading communications services companies. For more information, please visit www.lightspeedresearch.com or send an email to info@lightspeedresearch.com.

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Press Inquiries:

Lightspeed Research, Lynnette McCarthy, Director of Marketing, North America,
+1 (908) 630-0542 in the US or send an email to lmccarthy@lightspeedresearch.com.