



Clearwire Online Marketing Program Guidelines and Restrictions:

For CLEAR™ Services by
Authorized Retailers

Introduction

These Guidelines are provided by Clearwire to you (“Company”), for your reference and compliance as an authorized distributor of Authorized (or, “Qualified”) Clearwire Services as such term is defined in your governing WiMAX Distributor Agreement with Clearwire (“Your Agreement”). These Guidelines will guide and assist you with online marketing of such Authorized Clearwire Services, as such activities may be approved by Clearwire from time to time.

These Guidelines are subject to update, amendment or other change by Clearwire in its sole discretion, and do not cancel, limit, supersede or waive any terms or obligations under Your Agreement.

Please contact Clearwire’s authorized agent site, at myclearstore@avzdo.com, or your local Clearwire Market Representative, with any questions concerning online marketing of the Authorized Clearwire Services in accordance herewith and with Your Agreement.

CLEAR™ Branded AR Web Pages

Clearwire's Key Brand-Protection Requirements for Compliance by Company and its Authorized Agents	Additional Required Information, Conditions and Requirements
<ul style="list-style-type: none">• The function of any Clearwire AR website should be to present the company's business and its offerings, directing any purchasing to the customer's local store• Company MUST NOT, AND SHALL NOT BE permitted to, use CLEAR™, "Clearwire," "Clearwireless" (or any variation thereof), or other Clearwire Marks as part of any domain name or URL• CLEAR-branded AR web pages may in no way be transactional nor have a call to action other than visiting their local AR store• CLEAR Authorized Retailer Logo should be used whenever CLEAR is being presented	<ul style="list-style-type: none">• Some (but not all) examples of UNACCEPTABLE Company-proposed domain names and/or URLs include:<ul style="list-style-type: none">• buyCLEARnow.com• buyCLEARinternet.com• CLEARinternetdeals.com• CLEAR-deals.com• ClearwireOffers.com• Examples of unacceptable website activity:<ul style="list-style-type: none">• Prequalifying customers• Displaying CLEAR product and service plan details• Utilizing lead generation forms• Having an e-commerce platform• Soliciting CLEAR orders online via: email, fax, IM, telephone, in social media channels (Facebook, Twitter, MySpace, etc.) or other means• Company logo can be found at myclearstore.com or from your CLEAR designated account manager• Logo must appear in upper left corner of landing page and on subsequent pages whenever the service is being presented

Brand Guidelines

Clearwire's Key Brand-Protection Requirements for Compliance by Company and its Authorized Agents	Additional Required Information, Conditions and Requirements
<ul style="list-style-type: none">• Must only use copy consistent with these guidelines (see related Information in right-hand column) to describe CLEAR™ Services/features• Clearwire's CLEAR™ Mark must always appear in all CAPS• All references to "CLEAR" must include a "TM" designation (e.g., CLEAR™)• Must refer to CLEAR™ service as "Super fast mobile internet."• Must not use CLEAR™ (or any obvious variation thereof) in puns (e.g., "...the future is Clear"), metaphors (e.g., "Clear as day") or unauthorized adjectives• Clearwire's express approval is required prior to any posting, publishing or any other usage on or in, or in connection with, any Web or Internet sites, pages, domain names, URLs, search terms, or other forms, content, media, descriptors, or channels of On-Line Distribution	<ul style="list-style-type: none">• Shorthand description:<ul style="list-style-type: none">• <i>"Super fast mobile internet"</i>• Longer description:<ul style="list-style-type: none">• CLEAR™ has built a brand new 4G WiMAX network that covers entire cities with a super fast mobile internet. So you can stream movies, TV, play online games and video chat on the go, at speeds as fast as home. Try doing that with the internet from the cell phone companies.• Highlight these key features:<ul style="list-style-type: none">• CLEAR is powered by WiMAX, the next generation of mobile internet that travels in miles not feet• CLEAR covers miles not feet• Service for home, around town or both• Flexible plans by the day or by the month• Devices for mobile or at home use• There's no drilling, digging or waiting for installation• Company/authorized dealer Resources:<ul style="list-style-type: none">• Detailed CLEAR Brand Guidelines can be found at myclearstore.com

Online Marketing and Approval Process

Clearwire's Key Brand-Protection Requirements for Compliance by Company and its Authorized Agents	Additional Required Information, Conditions and Requirements
<ul style="list-style-type: none">• Company MUST NOT AND SHALL NOT bid on "Clearwire" or any CLEAR™-branded (or any obviously related) terms in online paid search• Clearwire and CLEAR-branded online search and search presence rankings will be regularly monitored, and any breach of these Guidelines or any other term of this Agreement shall be subject to Clearwire's rights and remedies, both under this Agreement and as may be otherwise available• Email marketing promoting CLEAR or Clearwire is not permitted	<ul style="list-style-type: none">• For approval, submit legible screenshots (preferably PDF) via email of your website to myclearstore@avzdo.com with the subject: AR Website Approval Request. Include the following elements:<ul style="list-style-type: none">• Your actual and staging website URL.• Your Clearwire DBA business name• Your AR Dealer ID• Your designated marketing point of contact name and telephone number <p>REMINDER: Clearwire's approval is required prior to any posting, publishing or any other usage on or in, or in connection with, any Web or Internet sites, pages, domain names, search terms, or other forms, media, descriptors, or channels of On-Line Distribution.</p>