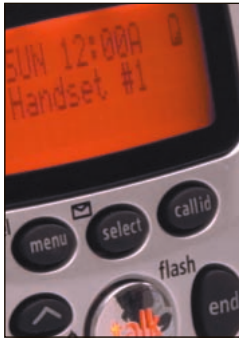


FALL 2004

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## New "Internet phone service" CUTS consumer phone bills by 60% or more

Now you can make local and long distance calls using your high-speed Internet connection and an ordinary telephone

Are you tired of opening your phone bills and seeing all those pages and pages of charges that you can barely decipher?

And of paying \$50...\$75... even \$100 a month or more — just to use a phone in your own home?

You're hit with charges for long distance calls...charges for overseas calls...FCC line charges...federal, state, and local tax...charges for extra phone lines...charges for extra features. Everything you do with your phone, you get charged for!

It all adds up to forking over a small fortune to the phone company. And when was the

last time something new was introduced?

But now there's a better way: **SunRocket Signature Service<sup>SM</sup>**

With SunRocket, you can say goodbye to Verizon...to AT&T...to MCI...to Sprint... and their humongous phone bills with all those extra charges.

Because with SunRocket Signature Service, you can:

- Cut your phone bill in half
- Make unlimited free local and domestic long distance calls
- Get a second phone number at no extra cost
- Enjoy a full range of value-added features

*(continued on next page)*



*"Using the Internet to make phone calls is quickly graduating from a niche for geeks into a bona fide mainstream consumer technology."*

—Wall Street Journal (8/26/04)

# Slash your phone bill by 60% or more!

The big telephone companies are in panic mode.

These old telephone companies — Verizon, AT&T, Sprint, MCI — have become so used to collecting lots of money from millions of customers that they can't run their business any other way.

By comparison, SunRocket Signature Service is based on today's new *voice over Internet Protocol (VOIP)* technology.

The "IP" in "VOIP" stands for "Internet protocol"...the coding standard by which all data is transmitted over the Internet.

By using voice over IP technology, SunRocket Signature Service can convert ordinary "analog" voice conversations into data signals that conform

to the IP standards...allowing telephone calls to be transmitted over the Internet.

Sent as "data packets," voice-over-Internet calls avoid costly "circuit-switching" fees that hike up the cost of conventional telephone calls.

By using VOIP, SunRocket can route your telephone calls over the Internet...which charges no fee to carry voice traffic.

The bottom line: Members of SunRocket Signature Service can slash their phone bills 60% or more and enjoy new advanced features absolutely free!

Plus, SunRocket Signature Service gives you all the value-added

features phone users have come to expect...including call waiting, call forwarding, three-way calling, voicemail, and many more...all for one low basic rate — *less than a dollar a day!*

## Two phone numbers for the price of one

"With tremendous cost savings and new advanced features, Internet phone service is the most affordable way to give phone service to the entire family," says Paul Erickson, SunRocket's Chief Executive Officer.

With SunRocket, members get a free Signature Number in addition to a regular household phone number. Additional Signature Numbers can be added for each member of the household.

"This way, the kids and parents can each have their own phone numbers," says Erickson. "Or, a SunRocket member working at home can have one number for personal use and a second number for the home office."

With SunRocket, there's no confusion about who the call is for: Each phone number gets its own voicemail box and



## Save up to 60%!

### Monthly Phone Charges

Feature	Verizon Freedom*	☀ SunRocket
Basic Fee Unlimited Local	\$49.95	<b>\$24.95</b>
Federal Line Charge	\$3.84	<b>None</b>
Call Waiting & Caller ID	Included	<b>Included</b>
Additional Features	Two	<b>Ten+</b>
Voicemail	Basic	<b>Advanced</b>
Long Distance	Included	<b>Included</b>
Taxes & Fees	\$9.24	<b>Included</b>
<b>TOTAL</b>	<b>\$63.03</b>	<b>\$24.95</b>
<b>TOTAL YEARLY SAVINGS</b>		<b>\$456.96</b>

\*Rates effective 9/30/04 in Washington, D.C.

its own distinctive ring. “The unique ring lets family members know who should answer the call,” says Erickson.

New SunRocket members get two numbers, a free multi-handset cordless phone system, and unlimited local and long distance calls for just \$24.95 a month. Value-added features like call screening, call logs, call blocking, and caller ID are included in the basic rate at no extra charge.

“At these prices, the old phone companies selling conventional telephone service should be shaking in their boots,” says Erickson. “And they are.”

He predicts that over the next few years, consumers will wake up to the fact that they can enjoy greatly enhanced capabilities at rock-bottom prices with Internet phone service...and switch away from old traditional phone companies in droves.

He may be right: International Data Corporation projects that the Internet telephony market will grow from approximately \$480 million in 1999 to over \$19 billion in 2004.

**And according to a recent article in *Fortune*, some 17.5 million users — or about 16% of U.S. homes — will be using voice-over-Internet phone service by 2008.**

## Unlimited long distance for FREE

**T**he secret to making **FREE local and long distance phone calls — no matter where you live!**

Do yourself a favor... and take a look at your latest phone bill.

Pay attention to the long list of calls you’ve made — each listed individually on the bill.

Notice the minutes for each call...and how the longer the call, the greater the cost.

Now imagine how thrilled you’ll be to get rid of these huge phone bills forever...and replace it with one low monthly payment of just \$24.95.

*That’s what you get with SunRocket Signature Service!*

When you become a SunRocket member, no need to worry about racking



up the minutes — and getting an enormous phone bill at the end of the month.

That’s because SunRocket Signature Service gives you unlimited local and domestic long distance calling — all for just one low monthly payment.

*We dare you to try and find a more economical calling plan...or better savings than SunRocket Signature Service offers!*



That means almost one out of six Americans will be calling friends and family over the Internet...instead of on the old “landline” network that Verizon and other major phone companies rely on.

## As easy as 1-2-3

“But won’t it be complicated to switch from my current

phone service to SunRocket Signature Service?” you may be thinking.

The answer is that installing SunRocket is a snap. You can do it in minutes...without a degree in engineering or computer science!

When you sign up for SunRocket Signature Service, you’ll receive — within a few days — your Starter Kit, a \$325

value (see article on page 5).

Your Starter Kit includes an expandable Uniden cordless phone system with two handsets included and a “telephone adapter”...or what we call “the gizmo”...that converts voice signals from your telephone into the digital “IP” format required for transmission over your broadband connection.

**Getting started with SunRocket Signature Service is literally as easy as 1-2-3:**

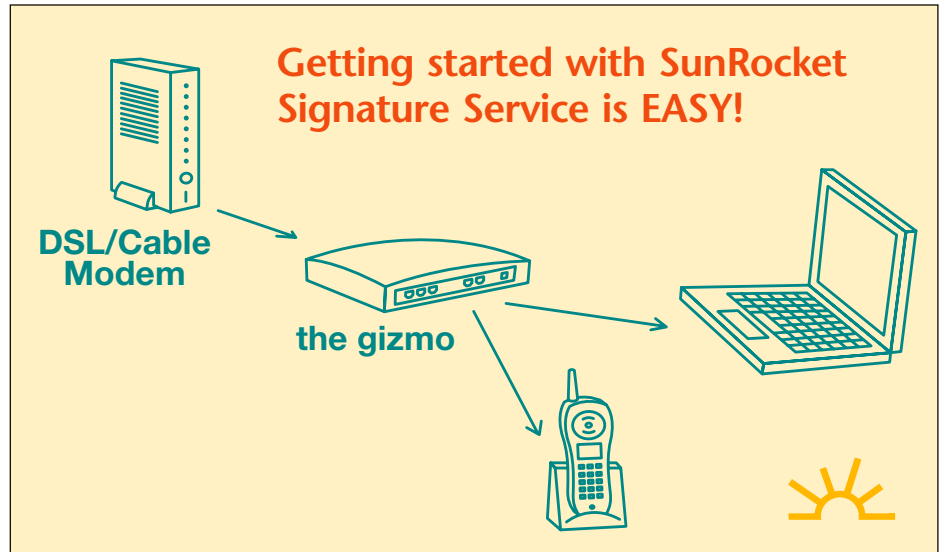
**1. Plug your SunRocket gizmo into any standard electrical household outlet — no special power requirements.**

**2. Plug the base of your free Uniden cordless phone system into one of the phone jacks on the gizmo.**

**3. Plug your DSL or cable modem into the other jack on the back of the SunRocket gizmo...**

*And that's it!* All of the steps are illustrated and explained, in clear English, in an “Easy Set-Up Guide” included with your Starter Kit.

Once you have registered online as a subscriber at SunRocket.com, and have connected your phone and PC to the SunRocket gizmo...



► Setting up for Internet phone service takes less than a minute. Just plug your SunRocket gizmo into an electrical socket. Then plug your phone and DSL or cable modem into the gizmo. And that's it!

You can begin making phone calls just as you normally do...but your calls will be carried over your broadband connection instead of on the old telephone networks. *And best of all, you'll see your monthly phone bill shrink by 60% or more!*

Not to worry: the person you are calling does not have to be a SunRocket subscriber or have a gizmo on their end to receive your call. Your SunRocket Signature Service interacts seamlessly with conventional phone services. You can't tell the difference, except when you get your phone bill!

Calls made using SunRocket Signature Service are received just like any other call on a regular phone line or cell phone.

Best of all, you can even keep your current phone number! After your SunRocket Signature Service is activated, you can move your current phone number over to your new SunRocket service.

## **No sacrifice in voice quality**

The biggest myth about Internet phone service is that the calls are unclear, full of static, and garbled.

Quite the opposite. Poor quality may have been a hallmark of voice-over-Internet at the beginning, but there have been significant technological

*(continued on page 6)*

*“You can cut your bill in half without sacrificing much of the reliability and quality of traditional phones.” — New York Times (7/25/04)*

## This Uniden Cordless Phone System (a \$120 retail value) — is yours FREE!

For a limited time only, new members who sign up for **SunRocket Signature Service** get a new Uniden Expandable Cordless System with two handsets...a \$120 value...absolutely FREE just for trying SunRocket Signature Service.

The Uniden cordless phone generates a 2.4 GHz digital signal, making it compatible with all conventional and Internet phone services.

Two handsets are included at no charge, and you can add two additional handsets for a total of four. A paging button makes it easy to find lost handsets.

Caller ID, call waiting, voicemail indicator, intercom, and a choice of 20 distinctive rings based on caller ID (so you'll know who is calling by the sound of the ring) are among the features available on the Uniden cordless phone. Options include an extra charging cradle and belt clip. The system may be used with a telephone headset.

Best of all, the Uniden Cordless Phone System is yours FREE when you sign up for SunRocket Signature Service.

If, after your 31-day trial period, you decide to cancel your SunRocket Signature Service for a full refund, you must return the SunRocket phone adapter ("gizmo") that connects your phone to the Internet...but you may keep the Uniden Cordless Phone as our free gift to you!



► **The bottom line:** Members of SunRocket Signature Service can slash their phone bills 60% or more — with no sacrifice in convenience or service.

### Here's What You Get With Your SunRocket Starter Kit... Act now and Save Almost \$290!

Telephone adapter ("gizmo")	\$175.00
Uniden DCT646-2 Phone System	\$119.99
Signature Number Activation	\$19.95
Shipping and Handling	\$10.00
<hr/>	
Total Value	<del>\$324.94</del>
<b>Charter Membership Fee</b>	<b>\$34.95</b>

**Your savings: \$289.99**



advancements within the last few years.

SunRocket provides a “digital-quality voice signal generally equal to or better than cellular. The voice quality of SunRocket Signature Service — compared with the early voice-over-Internet technology — is like the difference in sound between a CD and an old-fashioned record,” says CEO Erickson.

With digital voice, there’s no noise added during transmission...the original sound is recreated at the other end.

Why is our call quality superior? To begin with, our telephone adapter conforms to the “voice prioritization standard”...in which voice packets are given priority over data packets.

High-capacity fiber-optic cables connect the SunRocket network directly to major Internet Service Providers. This minimizes the number of “hops” the call makes as it is routed through the Internet, and reduces degradation that could result from network congestion.

We’re so confident that you’ll be satisfied with

## Stop paying for extra features...get SunRocket Signature Service today!

Signature Feature	Verizon* Monthly Fee	SunRocket Charge
VoiceMail (Multiple Mailboxes)	\$8.00	<b>FREE</b>
Caller ID with Name	\$7.50	<b>FREE</b>
Distinctive Ring	\$4.50	<b>FREE</b>
Call Intercept	\$5.00	<b>FREE</b>
Call Waiting	\$5.45	<b>FREE</b>
Call Return (*69)	\$4.00	<b>FREE</b>
Call Blocking	\$4.00	<b>FREE</b>
3-Way Calling	\$4.50	<b>FREE</b>
Call Forwarding	\$4.40	<b>FREE</b>
Anonymous Call Reject	\$3.00	<b>FREE</b>
Do Not Disturb	\$3.00	<b>FREE</b>

\*Rates effective 9/30/04 in Washington, D.C.

SunRocket Signature Service that you may try it in your home risk-free for 31 days. If you are not 100% satisfied, just let us know. We’ll promptly refund your money in full — no questions asked.

### Highly reliable

The reliability of Internet phone service is probably higher than you’d expect. Here’s why...

The voice over IP technology converts analog voice signals into digital signals that are carried over the Internet — the world’s most reliable communications network.

The Internet never goes down. Traffic sent through the Internet automatically routes around any blocked path and finds another way to its destination. Fully redundant hardware — including emergency power generators — is incorporated throughout the SunRocket system to ensure continuous operation in case of component failure.

The only time your SunRocket Signature Service

*“Internet phone service is the most important shift in the entire history of modern communications since the invention of the telephone.”*

— Chairman of the Federal Communications Commission

# TWO or THREE separate phone numbers for the price of one

It's a common story: a large family on a budget, all having to share a single phone line.

Sure, you'd like to add a second line for the kids... and maybe a third for grandma or grandpa...or your home-based business. But the cost!

With SunRocket Signature Service, one low monthly fee of \$24.95 gives you unlimited Internet phone service...with up to three separate phone numbers!

And not only are the extra phone numbers FREE with SunRocket, but each comes equipped with a separate voicemail box...

So each user in your household can check his or her messages in complete privacy.

The separate phone numbers also have distinctive rings. That way, you know in advance who the call is for — and

who should pick up.

Use the three separate numbers for whatever purposes you want... for instance, one as your home number, the second for your kids, and the third for your home office.



becomes unavailable is when your home broadband connection goes down, or when electrical power goes out. Buying a UPS (uninterruptible power supply) is an easy solution to keeping your phones working when the power is out.

## Over a dozen calling features at no extra charge!

SunRocket Signature Service offers all of the features consumers have come to expect from a quality telecommunications carrier — at no extra charge.

### **Including:**

- **Call waiting** — While talking to one party, you hear a tone notifying you that another call is coming in. You talk to both parties on a single phone line, switching between the calls. The benefit: you don't miss important incoming calls while talking on the phone.
- **Caller ID** — An LED display shows you the name and phone number of the person calling. You can decide whether to pick up or let your voicemail take the call.
- **Call waiting with Caller ID** — While talking to one party, you hear a tone notifying

you that another call is coming in. Your LED display lets you know who the caller is, so you can decide whether to take the call.

- **Three-way conference calling** — From an ordinary phone you can initiate a three-way conference call with you and two other people.
- **Smart call forwarding** — Calls received on one phone line can automatically be forwarded to up to three different telephone numbers...for instance, your cell phone, work number, or your summer home.
- **Voicemail** — You can listen to your messages on your

phone or through your computer. Instant alerts sent to your phone or PC notify you when you have a message. Messages may be checked remotely with a simple dial-in number or online. You can also view and sort messages online.

- **Do-not-disturb** — You can set the phone not to ring whenever you specify, such as dinner time. All calls are routed to voicemail.

- **Enhanced 911** — When you dial 911, your call is routed to the Public Safety Answering Point (PSAP) in your area. Your household number and address are automatically delivered to the emergency operator.

- **Call Return** — Hit \*69 to reach the last person to call you. It's great for missed calls and people who don't bother to leave a message.

- **Call Blocking** — You can block incoming calls from any phone numbers you select. Choose not to hear from relatives, neighbors, even bill

collectors. The blocked caller hears a busy signal.

- **Anonymous Call Reject** — Enables you to block calls from unidentified numbers. The caller gets a message notifying him that you do not accept anonymous calls. And his call does not get through to you.

- **Call Logs** — A simple Web interface allows you to view a list of all incoming, outgoing, and missed calls for each of your SunRocket phone numbers.

- **Distinctive Rings** — Each of your Signature phone numbers can have its own distinct ring...so members of the household know who the call is for by the sound of the ring.

- **Signature Numbers** — In addition to a regular household number, SunRocket gives you a free personal Signature Number

## Enhanced 911

You can now rest your worries regarding 911 emergency service when transmitting calls over the Internet. SunRocket considers your safety its number one priority, and offers Enhanced 911 service to all SunRocket members.

When you dial 911, your call is automatically routed to the Public Safety Answering Point (PSAP), which immediately delivers your registered SunRocket household number and address to the emergency operator. Services will then be dispatched to your home, just as they are with the old traditional telephone companies. All you need to do is keep your correct home address registered with SunRocket at all times.

you can assign to any member of your household. Up to four additional Signature Numbers can be added for different household members. Each has its own distinctive ring so you know who the call is for. And each user gets a separate voice-mail box for his Signature Number.

## Members praise SunRocket!


“SunRocket’s voice quality is great. The clarity is even better than my cell phone. And for the price, being able to make as many calls as I want is amazing!” — *Brad Fearn*

“SunRocket offers great savings and outstanding customer service. It's easy to set up, and the free telephone is a terrific gift. Plus, you get two numbers for the price of one!” — *Gregory Lewis*





## GREAT SAVINGS ON INTERNATIONAL CALLS! PER-MINUTE RATES TO SELECT COUNTRIES

Country	Verizon Basic Rates	Verizon International Choice	 SunRocket	FREE SunRocket Minutes*
Canada	\$0.74	7¢	3¢	100
Japan	\$2.74	10¢	3¢	100
Israel	\$3.65	10¢	3¢	100
U.K.	\$2.06	8¢	3¢	100
France	\$2.45	10¢	3¢	100
Mexico	\$2.09	8¢-17¢	4¢-6¢	50-75
Taiwan	\$3.61	9¢	5¢	60
China	\$4.74	15¢	5¢	60
Brazil	\$3.47	17¢	6¢-8¢	37-50
India	\$4.83	33¢	9¢-16¢	18-33

(Table indicates maximum number of free minutes if all calls were to that country.)  
Rates may be higher for calls to mobile phones.

sage. Listen as it is being left and even click on a button to have the call immediately ring the phone closest to you so you pick up the live conversation. Screen your calls while you're using your PC!


### Satisfaction guaranteed or your money back


The SunRocket Signature Service Starter Kit is only \$34.95. Then you pay the low monthly rate of only \$24.95


each month.


### Choose your FREE bonus feature!

In addition to all of the wonderful FREE features included with your basic service, members to SunRocket Signature Service can choose "Select Extra" bonus features from one of several exciting FREE options:

 **International Call Pack** — Get up to 100 free minutes of international calling every month. You'll receive a monthly allowance of \$3.00 worth of international calls. With SunRocket's amazingly low international rates, that translates to 100 free minutes to any of 14 featured countries or 30 minutes or more to an additional 64 different countries (see chart above).

 **Additional Signature Number** — Get an extra Signature Number FREE, giving you a total of three distinct phone numbers for your one phone line. It's like having three phone lines for the price of one!

 **Directory Assistance Call Pack** — Choose this option and get four FREE 411 directory assistance calls for numbers anywhere in the United States. You save money on directory assistance.

 **Signature Message Manager** — Remotely screen voicemail messages in real time via your computer at home or work. You get a special "screen pop" on your PC whenever someone is leaving you a mes-

### Sign up today and you get:

- FREE** Internet telephone adapter.
- FREE** easy do-it-yourself set-up guide.
- FREE** Uniden Cordless Digital phone system.
- FREE SELECT EXTRA BONUS** (your choice of International Call Pack, Additional Signature Number, Directory Assistance Call Pack, or Signature Message Manager).
- FREE** unlimited local and long distance calls.

*(continued on page 11)*

# Dirty little secrets that phone companies don't tell you...

## **Dirty Little Secret #1**

**The so-called Federal Subscriber Line Charge isn't required by the federal government.**

The Federal Subscriber Line Charge is not a government charge or tax. It does not end up in the government's treasury.

The charge covers the cost of the local phone network.

To find the Federal Subscriber Line Charge, look carefully at your monthly phone bill.

**The charge may appear as:**

- Federal Subscriber Line Charge
- FCC Charge for Network Access
- Federal Line Cost Charge
- Interstate Access Charge
- Federal Access Charge
- Interstate Single Line Charge
- Customer Line Charge
- FCC-Approved Customer Line Charge

The “dirty little secret” of the “Federal” Subscriber Line Charge is that *the federal government does not require it.*

Calling the Federal Subscriber Line Charge an “FCC Charge for Network Access,” as some telephone companies do, is also misleading.

**Reason:** The FCC does not require telephone companies to add this extra charge to customer bills.

The FCC's only involvement with the Subscriber Line Charge is to set a maximum price that a telephone company may charge for it.

The limit set by the FCC for Subscriber Line Charges is \$6.50 per month per phone line.

For a household with three phone lines, that comes to an extra \$234 a year. With SunRocket Signature Service, you avoid all of these charges.

## **Dirty Little Secret #2**

**It costs the phone companies almost nothing to provide extra features...yet most charge through the nose for them.**

Verizon, for instance, charges an extra \$7.50 a month for caller ID.

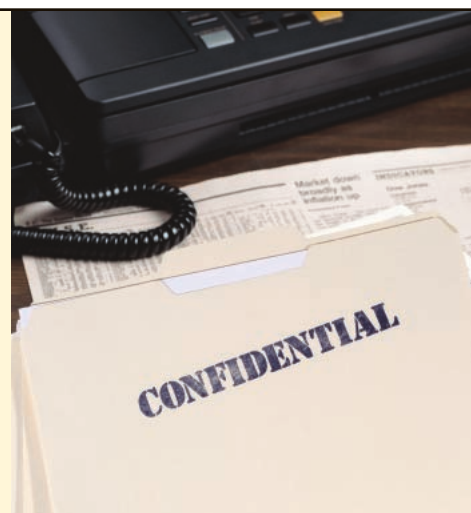
But the truth is, caller ID is enabled by software in a phone company switch. The phone company doesn't have to buy any additional hardware to bring you this feature. The cost to them is nearly zero.

So why do they charge \$7.50 for caller ID? Simple. Because they know your service is not complete without it, and you'll pay whatever they charge to get it.

Over 50% of homes subscribe to caller ID...which translates into more than \$100 million in phone company profits every month!

At SunRocket, we pass our low cost of doing business on to our members...instead of gouging them for additional fees.

That's why, for the all-inclusive price of just \$24.95 a month, your SunRocket Signature Service includes all of the popular phone features such as caller ID, call



waiting, voicemail, and more — absolutely FREE!

## **Dirty Little Secret #3**

**Despite well-publicized price wars, the major telephone companies still charge customers inflated international rates.**

Only customers who are willing to commit to a monthly fee for an international calling plan are saved from gouging!

One Verizon customer who recently made a 7 minute call to Bolivia was charged \$3.80 a minute! \$26.60 for one 7 minute call — that's more than a whole month of SunRocket Signature Service! And \$3.80 per minute is 1000% higher than SunRocket's normal \$.10 per minute rate.

Plus, a SunRocket member who selected the International Call Pack would get \$3.00 worth of FREE international calling included each month — that would cover the 7 minutes to Bolivia and then some! In fact, \$3.00 covers a lot of calling: up to 100 minutes to 14 featured countries and 30 minutes or more to 64 other countries, plus amazingly low rates everywhere else.

- ✓ **FREE** second phone number.
- ✓ **FREE** value-added features including call waiting, call forwarding, 3-way calling, voicemail, more.

If you are not 100% satisfied, you may cancel and return the Starter Kit within 31 days for a prompt and full refund of the entire \$59.90 (\$34.95 + \$24.95).

Regardless of what you decide, you may keep the Uniden Cordless Phone System

(a \$120 retail value) as a free gift...SunRocket's way of saying *"Thanks for giving Internet phone service a try!"*

### Sign up in seconds. There's no obligation.

To sign up for SunRocket Signature Service on a no-risk trial basis...and get your Starter Kit for \$34.95 (a \$324.94 value), just visit [SunRocket.com](http://SunRocket.com) today!

### YOUR FREE quick-response bonus gift!

All orders received by November 30, 2004 will receive a FREE Prepaid Phone Card with **20 FREE MINUTES**.

*Order today!*



## SIGN-UP IS EASY — JUST 3 SIMPLE STEPS...

- 1 Go to [SunRocket.com](http://SunRocket.com) and enter your personal promotion code located in the yellow box on the next page.
- 2 Click the sign-up button and follow the easy instructions to select your phone numbers. Don't forget to check the appropriate box if you'd like to keep your current phone number.
- 3 Enter your personal account and billing information and you're set to go!

### 100% Money-Back Guarantee!

Try SunRocket Signature Service for 31 days and if you're not completely satisfied for any reason, you can return the gizmo and *we'll fully refund your \$34.95 Starter Kit fee, and your \$24.95 first-month fee*. There's no commitment or cancellation fee ever. Even if you cancel, **keep the cordless phone system with our compliments**, just for trying SunRocket.

**For more information, call toll-free 800-786-1039 today!**

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**SunRocket**<sup>SM</sup>

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