

## **First country music video on Sprint HTC EVOTM 4G recorded by Lauren Rainey**

OVERLAND PARK, Kan. – March 9, 2011 – In a first for the music industry, country music artist and songwriter Lauren Rainey harnessed the full power of one of the hottest phones in America, recording the first country-music video on an HTC EVO 4G, exclusively from Sprint. Rainey's "Crazy in Love" music video was shot using the phone's standard settings straight out of the box without enhancements, additional lighting or special effects.

As a former on-air host for Country Music Television's "Custom Built" and, most recently, a concert tour host for Rascal Flatts, Rainey understands the intense competition in the country music industry. In order to get her music and unique style in front of a national audience she decided it would require new creativity and the use of cutting-edge technology.

"I came up with the concept of shooting the video on the HTC EVO 4G with the help of friends who are creative thinkers, including Bill Filipiak and Jo Hunt from 'Thinking Bee Productions,' who shot and edited the video," Rainey said. "I chose to shoot the video on a wireless phone to help set myself apart from other artists as I continue to find new ways to get my music out there. I am so proud of how the video turned out and I'm thrilled that Sprint loved it, too. It shows that anyone, anywhere, can record a broadcast-quality video simply and easily using the HTC EVO 4G."

HTC EVO 4G continues to be one of the best-selling devices in the country and has been a top seller for Sprint since it launched in June 2010. It was the first 4G phone in the country and is one of 19 4G devices offered by Sprint.

"We have been impressed with her music, and her passion for Sprint is second to none," said David Owens, Sprint vice president-Product Realization. "She understands how the technology and value from Sprint is different from our competitors. She's proved that you can take an HTC EVO 4G and use it just as it is to create a high-quality video."

HTC EVO 4G boasts a large 4.3-inch display and 4G speeds that deliver a full, no-compromise Internet and video experience. The smartphone features a handy kickstand built in the back, making it easy to watch videos on-the-go, and two cameras, including an 8.0 megapixel auto-focus camera with HD-capable video camcorder. For more information about HTC EVO 4G, visit [sprint.com/evo](http://sprint.com/evo).

Sprint is America's favorite 4G network with service in 71 markets nationwide and counting. Sprint 4G boasts speeds up to 10 times faster than 3G.

For more information about Lauren Rainey, the "Crazy in Love" video, or to download her new three-song EP, go to [www.laurenrainey.com](http://www.laurenrainey.com), [www.facebook.com/laurenraineymusic](http://www.facebook.com/laurenraineymusic), or follow her tweets at [twitter.com/laurenrainey](http://twitter.com/laurenrainey).

### About Sprint Nextel

Sprint Nextel offers a comprehensive range of wireless and wireline communications services bringing the freedom of mobility to consumers, businesses and government users. Sprint Nextel served more than 49.9 million customers at the end of 2010 and is widely recognized for developing, engineering and deploying innovative technologies, including the first wireless 4G service from a national carrier in the United States; offering industry-leading mobile data services, leading prepaid brands including Virgin Mobile USA, Boost Mobile, and Assurance Wireless; instant national and international push-to-talk capabilities; and a global Tier 1 Internet backbone. Newsweek ranked Sprint No. 6 in its 2010 Green Rankings, listing it as one of the nation's greenest companies, the highest of any telecommunications company. You can learn more and visit Sprint at [www.sprint.com](http://www.sprint.com) or [www.facebook.com/sprint](http://www.facebook.com/sprint) and [www.twitter.com/sprint](http://www.twitter.com/sprint).