

Client:
Boingo Wireless

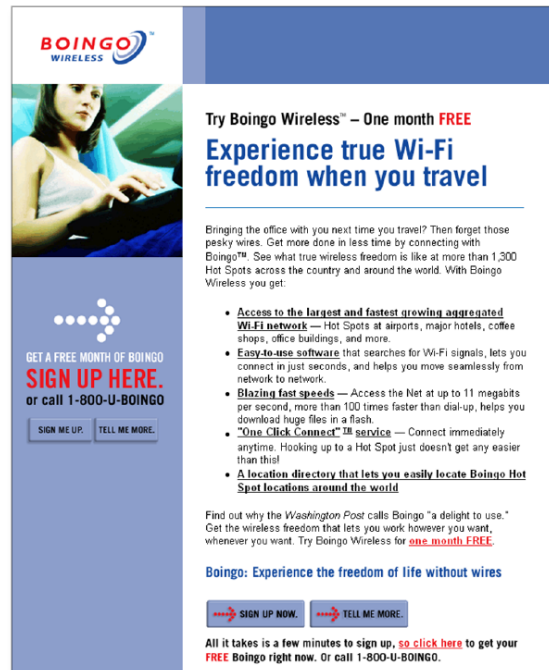
Media:
Email

Objective:
Promote wireless internet access

Boingo Wireless provides wireless internet access at hundreds of locations worldwide, including airports, hotels, coffee shops, convention centers and office parks.

This email was sent to promote the service with a free trial offer. Results are confidential, but this email pulled better than just about any email I've written so far.

COPY



Try Boingo Wireless – one month FREE

Experience true Wi-Fi freedom when you travel

Boingo: Experience the freedom of life without wires

Bringing the office with you next time you travel? Then forget those pesky wires. Get more done in less time by connecting with Boingo.™ See what true wireless freedom is like at more than 1,300 Hot Spots across the country and around the world. With Boingo Wireless you get:

- Access to the largest and fastest growing aggregated Wi-Fi network — Hot Spots at airports, major hotels, coffee shops, office buildings, and more.
- Easy-to-use software that searches for Wi-Fi signals, lets you connect in just seconds, and helps you move seamlessly from network to network.
- Blazing fast speeds — Access the Net at up to 11 megabits per second, more than 100 times faster than dial-up, helps you download huge files in a flash.
- “One Click Connect”™ service — Connect immediately anytime. Hooking up to a Hot Spot just doesn’t get any easier than this!
- A location directory that lets you easily locate Boingo Hot Spot locations around the world

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Find out why the Washington Post calls Boingo “a delight to use.” Get the wireless freedom that lets you work however you want, whenever you want. Try Boingo Wireless for one month FREE.

(Buttons)

[SIGN UP NOW] [TELL ME MORE]

All it takes is a few minutes to sign up, so click here to get your FREE Boingo right now. Or call 1-800-U-BOINGO.