

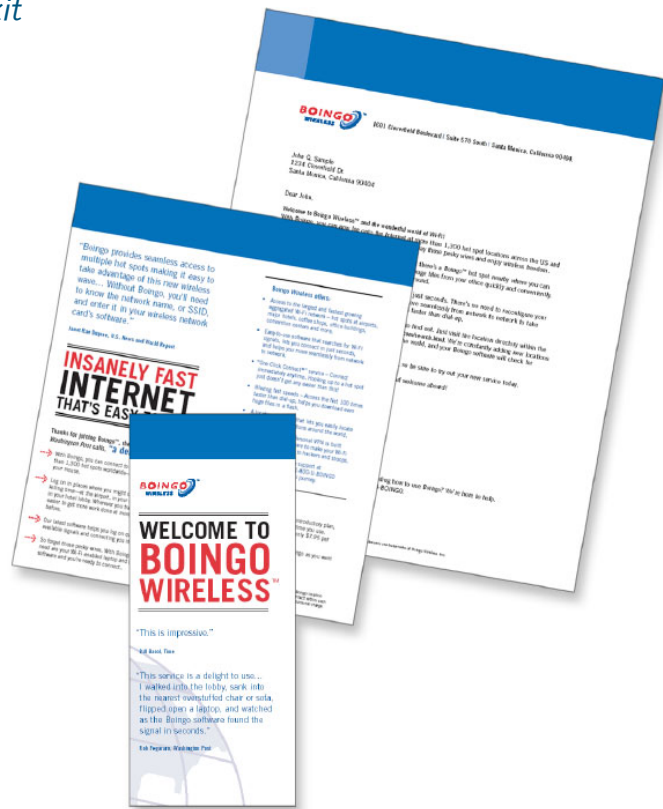
Client:
Boingo Wireless

Media:
Welcome kit

Objective:
Welcome new members to wireless internet service

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

This welcome kit, including a letter and brochure, is sent to new Boingo members.



COPY

(Letter)

Dear (Name)

Welcome to Boingo Wireless!™

As the leading provider of Wi-Fi services, we provide you with the convenience of logging onto the internet at more than 1,300 locations across the US and around the world. That's right, now you can throw away all of those pesky wires and enjoy true wireless freedom.

In fact, wherever your travels take you, it's likely that there's a Boingo Hot Spot nearby where you can check your email, surf the web, and download even huge files from your office quickly and conveniently.

With Boingo, "one click connect" means you can be logged on in just seconds. There's no need to reconfigure your laptop for each individual Hot Spot. Now you can move seamlessly from network to network to take advantage of blazing fast speeds – up to 100 times faster than dial-up.

Where's the nearest place you can find Boingo? It's easy to find out. Just visit the location directory at <http://www.boingo.com/search.html>. We're constantly adding new locations to the Boingo network.

With Boingo, taking advantage of Wi-Fi doesn't get any easier, so be sure to try out your new service today.

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Media:
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Thank you for signing up with Boingo Wireless.

Sincerely,

Sky Dalton
Founder & CEO
Boingo Wireless

P.S. Need help setting up your software or understanding how to use Boingo? We're here to help. Just email (email address) or call us at 1-800-U-BOINGO

(Brochure)

(Quote at top)

"This service is a delight to use...I walked into the lobby, sank into the nearest overstuffed chair or sofa, flipped open a laptop, and watched as the Boingo software found the signal in seconds."

-- Rob Pegararo, Washington Post

Welcome to Boingo Wireless!

(Inside)

"(Boingo) provides seamless access to multiple Hot Spots making it easy to take advantage of this new wireless wave...Without Boingo, you'll need to know the network name, or SSID, and enter it in your wireless network card's software."

-- Janet Rae Dupree, U.S. News and World Report

Insanely fast Internet that's easy to use

Thanks for joining Boingo, the network that The Washington Post calls, "a delight to use." Welcome to Boingo Wireless.

With Boingo Wireless, you can connect to the Internet at more than 1,300 Hot Spots worldwide – with just a click of your mouse.

Log on in places where you might otherwise find yourself killing time – at the airport, in your favorite

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café, or even in your hotel lobby. Wherever you travel, Boingo makes it easier to get more work done at more places than ever before.

Our latest software helps you log on quickly, searching for available signals and connecting you in just seconds.

So forget those pesky wires. With Boingo Wireless, all you need are your Wi-Fi enabled laptop and the Boingo Wi-Fi software and you're ready to connect.

Boingo Wireless offers:

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

Boingo Plans

- Boingo As You Go: With this introductory plan, you only pay for the Boingo time you use. There's no monthly fee. Pay only \$7.95 per Connect Day.*
- Boingo Pro: Only \$24.95 per month. Includes up to 10 Connect Days* per month and additional Connect Days* charged at \$4.95 each.
- Boingo Unlimited: As much Boingo as you want all month – only \$49.95

*A Connect Day provides unlimited access in a Boingo location for up to 24 hours. You can disconnect and reconnect within each 24-hour period from the same location with no additional charge.

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(Back cover)

“This is impressive.”
-- Bill Barol, Time

Have questions?

Don't hesitate to contact us. You can email us at service@boingo.com or call us at 1-800-U-BOINGO.

For a list of locations, call 1-800-U-BOINGO or visit the web at www.boingo.com/search.