



Kiwi PCS Press Releases

Kiwi PCS Launches 'Kiwi Free America' - "Unlimited Long Distance" Kiwi Views LD as "Strictly a Commodity"

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Kiwi PCS announces the launch of "Kiwi Free America", an "Unlimited Long Distance" service for the Wilmington, North Carolina market. Kiwi Free America allows unlimited long-distance calling to anywhere in the continental United States at any time of the day for \$10 per month. The "Kiwi Free America Business" service offers similar service for business users for \$20 per month. "In our mind, long distance is strictly a commodity", said Ghanshyam C. Patel, Chairman and CEO of ComScape Telecommunications, Inc., (ComScape markets under the name "Kiwi PCS"). "The typical consumer of long distance services is looking for the lowest cost per minute available. By offering unlimited long distance, anytime of the day, we eliminate the need for the consumer to be concerned about the amount of their bill at the end of the month", Patel added. The Kiwi Free America service is \$10 per month, paid in advance, as an add-on to a subscriber's \$35 local Kiwi Free wireless service. There is no restriction on the time-of-day that a call is made, nor how long the subscriber talks. The long distance coverage area is the continental United States. There are no other monthly fees associated with the service.

"We are bringing to the masses a truly affordable package of premium services", Patel stated. "Forget all the hype. Forget what is stated in the advertising. At the end of the month, what is the amount of your bill? That is what the consumer wants to know. With the 'Kiwi Free America' package, the subscriber knows exactly what his bill will be - - month after month after month. Not only is this predictable, it is also a great value", Patel added. Concerning competitive offerings and their ability to compete with such an offering, Patel was matter-of-fact: "Name any carrier that will offer you a bundle of monthly, unlimited local service and unlimited long distance for \$45 with no contracts, no deposit, no termination fees, no credit checks and no age limit. Wireline or wireless, if there is one out there, we are not aware."

The question of economics was placed before Patel as to how Kiwi PCS was able to offer such a low-priced package: "That's simple to answer. Kiwi PCS has virtually no debt. There is a mind-set that comes with having 'no debt' - - you are either conscious of your operating costs and maintain tight controls over them or you do not. It is a pretty simple operating matrix", he said. "There is another aspect to all this: Compared to most operators, we manage in-house more of the total telecom 'process'. We wrote and operate our own billing system; we wrote and manage our own Operation Service and Support system (OSS) and; we have our own call center. The more functions that we control, the more savings we can squeeze-out of operations", Patel said.

ComScape Telecommunications, Inc./Kiwi PCS is headquartered in West Palm Beach, Florida and is constructing a CDMA2000 1X wireless system in North Carolina with expansion into Ohio, West Virginia and Kentucky. They now offer their Kiwi Free service in Wilmington, North Carolina. ComScape is privately-held and has virtually no debt. They are a facilities-based, fully integrated, telecommunications services company with switching centers in Raleigh, North Carolina and Charleston, West Virginia. In addition, they have a call center in West Palm Beach, Florida.

For more information, please contact:

Bhogin M. Modi ComScape Telecommunications, Inc.

ComScape Telecommunications, Inc. - Kiwi PCS Kiwi PCS

Telephone: 561-540-4771; E-mail: bhogin.modi@kiwipcs.com

1926 10th Avenue North, Suite 305

West Palm Beach, Florida 33461