



**Obtain operational excellence  
Exceed Stakeholder expectations  
Be the preferred wireless carrier**

**MISSION**

Corporate Vision Messaging

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Corporate Vision Messaging

**We will clarify and cascade information to our various organizations.**

**We will hold each other accountable for actions & behaviors.**

**We will unanimously support decisions made within the group.**

**We will clarify & articulate the views of others.**

**We will define decisions, actions, and timelines.**

**We will communicate in an open & direct manner.**

**Ethical**

*Doing the right thing*

**Be Honest**

**Demonstrate Integrity**

**Be Consistent**

**Provide Equitable Treatment**

**Commitment**

*Sharing our Vision*

**Build Cohesive Teams**

**Demonstrate Mutual Support and Consideration**

**Be Reliable, Responsible and Accountable**

**Dynamic**

*Initiating and Embracing Change*

**Be Innovative**

**Achieve and Appreciate Diversity**

**Demonstrate Adaptability**

**Be Proactive**

**Excellence**

*Exceeding Stakeholders Expectations*

**Set and exceed High Standards**

**Manage and Develop Our Resources**

**Demonstrate Leadership**

**Pursue Continuous Improvement**

**VALUES**

**WINNING**

**COMMUNICATION**

**STRATEGIES**

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Investment of Choice

Execute with Excellence

Meet Financial Objectives

Increase Stakeholder Value

Meet or Exceed Market Expectations

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Wireless Service Provider of  
Choice

Be Customer Centric

Improve Customer Satisfaction

Innovate

Expand Offerings to our Customers

Achieve a Best in Class Network for our  
Customers and Customers of Others

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Employer of Choice

Achieve a Fully Aligned Organization

Capitalize on Employee Opportunities,  
Skills and Abilities

Align Compensation and Incentives with  
Corporate Goals

Increase Employee Productivity and  
Engagement

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Network Alamosa/Airgate Facts

Combined we will have 13 switch locations

6 Lucent 7 Nortel

Almost 3000 cell sites

1300 Lucent 1700 Nortel

Coverage of Pops 19.3 Million (-103dBm)

Customer Monthly usage in excess of 1.4  
Billion MOU s

Very talented team for both Lucent and  
Nortel infrastructure

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Map of Both Companies

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***ENVISION THE FUTURE***

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