

Technology In Our Lives

“Right-Sizing” Your Budget To Fit The Recession

(NAPSA)—Consumers continue to watch their budget and streamline their lifestyle in ways that are smart and effective while maintaining services they need. When it comes to wireless cell phone services, consumers are finding they can have quality service without a contract and without the extra features associated with a smartphone. Why pay for what you don't need?

Millions of consumers want a reliable, attractive device that allows them to talk and text at a low cost. No-contract wireless carrier payLo by Virgin Mobile has designed a plan to make it easier for budget-conscious customers to talk and text—and save. The Talk & Text plan offers more messaging and data for only \$30 a month.

Customers who choose this plan receive:

- 1,500 domestic voice minutes
- 1,500 messages (text, picture, e-mail and/or IM).

The plan includes a Web access allotment of 30MB per month. payLo phones are available at thousands of major retail stores.

Award-winning country music star Ronnie Dunn's latest single, “Cost of Livin’,” speaks to the difficulties of getting a job and making ends meet during the recession currently facing the American workforce. The song's theme depicts a hardworking veteran, husband and father filling out a job application. In today's economy, more and more people are looking for ways to cut back and save money.

Dunn shares: “I remember the fear and insecurity of my father telling me he had lost his job. I was 9 years old. My parents borrowed money from my grandmother to make a move so my



When it comes to wireless services, many consumers on a budget simply want a quality, attractive phone that allows them to talk and text—and save.

father could get a job. Say you are downsized at your job, your pay is cut and you have to tighten the cinch...payLo is not a smartphone but still gives you the ability to stay in touch and network to keep moving forward.”

Dunn's song “Cost of Livin'” reminds people that they are not alone in this difficult time. And payLo allows people to stay in contact while staying within budget and not wasting money on services and apps they do not need.

Customers have many choices when it comes to basic cell phone options. The LG 101—available for less than \$20—is a slim-line phone designed to handle talk, text, IM and e-mail services. The LG 200 features a full QWERTY keyboard, camera, Bluetooth wireless and mobile Web access. The Samsung M575 (available only at Best Buy) features a slide-out QWERTY keyboard, threaded text messaging, a bright 2.4-inch screen and a built-in multimedia player.

To learn more, visit www.virginmobileusa.com/cell-phone-plans/paylo-plans.jsp.