



**A LEADING  
PROVIDER OF  
WIRELESS RADIO DISPATCH  
SOLUTIONS IN THE  
UNITED STATES**



# Company Overview

## Our mission

Champion Communication Services, Inc. was formed in 1994 with a clear vision and a specific mission. This mission has always been to secure radio spectrum licensed by the Federal Communications Commission (FCC) primarily in the 450–512 MHz (UHF) frequency band and to provide cost effective and reliable wireless radio dispatch services to end users as an alternative to more costly telephone interconnect oriented services. We have been a pioneer and a leader in enhancing UHF wireless dispatch service by upgrading our conventional systems to trunking technology. As a result, we are able to offer an improved grade of service to our customers while at the same time meeting the FCC's objective of more efficient use of spectrum. This continues to be our primary focus today and we strongly believe that UHF trunking will continue to provide a new avenue for growth in the dispatch industry.



## Champion, today and tomorrow...



We currently serve thousands of customers across the United States. Champion has focussed on providing UHF trunking services in seven of the top major metropolitan areas — San Francisco Bay area, Chicago, Dallas/Ft. Worth area, Houston, El Paso, Phoenix and the Washington, D.C./Baltimore area. Within a short period of less than three years, Champion has become the largest trunked UHF operator in the 450–512 MHz spectrum in the United States. Future plans call for aggressively growing within our existing metro areas and adding new ones as spectrum becomes available.

## The people at Champion

Champion is headquartered in The Woodlands, Texas, just north of Houston. Its management team is led by David A. Terman, President and Albert F. Richmond, CEO. Together Terman and Richmond have over 40 years of direct experience in the communication industry, spectrum management, strategic planning, business development and financial affairs. Of greater importance is their vision of the opportunity to build Champion into a major player and a dominant operator in the wireless radio dispatch industry and their ability to develop strategic alliances with key members of the industry who believe in their vision.



# Network Services

## Spectrum

We understand the value of spectrum in the communication business. Simply put, you cannot be an operator or provide a service unless you own or lease spectrum.

900 MHz
800 MHz
415–512 MHz UHF Land Mobile
150 MHz (VHF)
Low Band Frequencies

Spectrum is a limited resource that is growing scarcer by the day as evidenced by the auctions held by the FCC with bids in the millions of dollars. Champion has aggressively acquired licenses in the 450–512 MHz spectrum. This asset is very valuable today and the value will grow exponentially in the future. By far this is our most coveted asset.

Modifying a phrase from the real estate industry, it is “Spectrum, Spectrum, Spectrum,” that is the key to our business. We have a head start on capturing the most desirable corner lots by concentrating on areas of the spectrum where exclusivity is attainable. Champion is spending considerable funds in acquiring additional spectrum from the FCC and private licensees.



## Community repeaters versus UHF trunking

Community repeaters are conventional single-channel stations that are shared by several companies operating in a party line format. It is a cost-effective analog alternative to cellular mobile telephone service for high volume subscribers. With the advent of new technologies, the use of this format has declined with both customers and service providers.

UHF trunking on the other hand involves combining multiple transmitters at a single site and providing the subscriber access to all the repeaters. These repeaters are connected together in a LAN configuration with control channels which assign an available channel to a subscriber. The main advantages of the trunked format to subscribers are private communications, faster access to the system, and not having to monitor the system.

As one of the largest operators of community repeaters in the country, we have a major incentive in upgrading our customers to UHF trunking. It will help us to provide a superior service to a large customer base that needs basic wireless radio service that is reliable and at a low cost. At the same time it allows us to load each trunked repeater with two to three times as many subscribers as a community repeater because of the higher efficiency of trunking technology. Champion is the leader in this migration to UHF trunking in the seven major metropolitan areas that we service today and we will be the dominant player in the strategic markets we select in the future.



# Sales and Service

## Loading the system

Champion's plan for loading new subscribers to its radio systems consists of both indirect and direct distribution strategies.

The indirect strategy consists of a dealer network that sells radios to end users and signs them up as subscribers to our service. We compensate dealers for their loading support by paying them a one-time commission.

The direct strategy consists of field sales activities by Champion representatives supported by telemarketing and direct mail programs to targeted prospective customers and to our conventional customer base. In this regard we sell or lease equipment and sell air time service.

Both strategies are key to our loading success and are fully supported by all Champion employees.



## Equipment rental

Rental is a separate division of Champion that focuses exclusively on short-term use of radios for event driven activities. These activities include conventions, sporting events, disasters and industrial applications. We provide equipment rentals directly to end users as well as through approved dealers throughout the country.



## Customer service

Customer support is provided to our subscribers by local Champion representatives where we have field sales offices or by our customer service staff located at our corporate headquarters for customers not served by a local office. They can call in with questions about our equipment and services, operations or billing matters on a toll free number and receive prompt and courteous service.



**800.614.6500**



# The Champion EDGE

- ▼ Dominant holder of spectrum and operator in the 450–512 MHz frequency band
- ▼ Value of acquired spectrum will appreciate tremendously in the future, making it a very coveted asset in the business and in the industry
- ▼ Aggressively acquiring additional spectrum from the FCC and private licensees
- ▼ Sound strategy for fulfilling the dispatch service void created by the migration by other service providers to telephone interconnect and higher frequency digital systems
- ▼ Our control of spectrum allows us to offer effective solutions to wireless radio communication to a wide variety of customers across the country
- ▼ Our no frills, basic wireless radio trunked service provides an affordable communications solution for a wide variety of end users
- ▼ Each repeater that is installed in a trunking format offers two to three times more revenue potential than a conventional community repeater
- ▼ We will continue to increase our capacity as we grow into the other markets over and above the seven cities we currently serve



## Champion Communication Services, Inc.

1610 Woodstead Court, Suite 330 • The Woodlands, Texas 77380

800.614.6500 • 281.362.0144 • 281.364.1901 Fax

E-mail: [ccsibro@champcom.com](mailto:ccsibro@champcom.com)



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