

**NEW RICOCHET® HIGH-SPEED WIRE-FREE INTERNET NOW AVAILABLE
TO DISTRIBUTION AND CHANNEL PARTNERS
ViaWest, CarToys and others join program for partner profit opportunities**

Denver, October 7, 2002 – Ricochet Networks, Inc. (RNI) announced today the launch of its Ricochet Partner Program which provides retailers, technology solution providers and independent sales agents with a profitable and differentiated offering: Ricochet *high-speed wire-free Internet*. Ricochet was recently reactivated in Denver, Colorado and is now available from Internet provider ViaWest, retailers CarToys, CCI Wireless and The Cellular Store, and through agents Lewan & Associates, Market Race, The First Call, Wholesale Telecom, and others.

Ricochet is the fastest mobile wireless data network in the world with typical speeds up to 176 kbps. With Ricochet, consumers and businesses can connect to the Internet or private networks from anywhere within the Ricochet coverage area. Selling through multiple channels helps generate revenue opportunities for RNI's business partners and gives consumers the ultimate flexibility to buy products from the people and places they like.

The Ricochet Partner Program allows channel partners to sell the Ricochet service with incremental levels of investment and a simple commission structure. "We wanted to make it easy for partners to sell Ricochet and provide their customers with broadband access that's simple and affordable," said John Dee, RNI's vice president of sales and product management. "Offering high-speed wireless access gives our partners an advantage over other providers who aren't providing that option."

Brian Dimoff, ViaWest senior vice president agreed, "Ricochet Networks has a proven technology and a sound business model – both qualities we seek in any partnership. We're also excited about the competitive edge the service gives us. Wireless Internet opens up new markets for ViaWest as a high-speed alternative to DSL, especially in geographic areas where affordable broadband options are non-existent today." ViaWest is the leading provider of Internet access, Web hosting and data center solutions to businesses and homes across the Rocky Mountains.

Theron Andrews, CarToys vice president of marketing said, "The Ricochet service is customer driven and customer friendly. Once people understand what high-speed wireless access can do for them—they want to buy it. We wanted to be able to offer that to our customers." CarToys is Ricochet's largest retailer with nine Denver area locations.

The Ricochet Partner Program benefits channel partners with opportunities to:

- Generate additional revenue and extend product offerings by bundling the Ricochet service with core utilities, computers, PDAs, Web-based content and other complementary products and services;
- Acquire new customers with market-ready promotions and user-friendly installation tools that allow users to self-activate within minutes;
- Leverage current customer base and business resources, including sales force, customer service, and billing capability; and
- Increase customer retention by providing a unique and valuable service.

"The Ricochet partner program has the necessary components to make it mutually beneficial for RNI and its resellers—a differentiated and in-demand product, simple back end structures and solid marketing support," said Nik Nesbitt, founding partner of Market Race LLC, a channel consulting company and Ricochet agent.

[RNI has committed to an integrated channel distribution model, which eliminates conflict and creates a mutually beneficial situation between partners and RNI's direct online sales efforts. RNI will continue to launch additional partner program enhancements throughout the year, including market development funds and new broadband access products and services.](#)

Under previous ownership, the Ricochet network had been built in 21 cities and serviced more than 51,000 subscribers. RNI acquired the Ricochet intellectual property and certain assets in November 2001. RNI is currently in active negotiations with municipalities, private landlords and resellers to reactivate the network and sell the service in other U.S. markets.

About Ricochet Networks, Inc.

Ricochet Networks, Inc. is a wholly owned subsidiary of Aerie Networks, Inc., a privately held broadband services company based in Denver, Colorado and backed by VantagePoint Venture Partners. RNI designs, builds and operates the Ricochet® *high-speed wire-free Internet* network, a unique patented wireless data communications network that is affordable, easy to access and use. RNI is actively seeking public/private partnerships with communities and local government to help turn the Ricochet network back on where it once existed and to install new networks in areas where affordable, broadband access is currently unavailable. For more information, please visit the website at www.ricochet.com.

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