

PRESS ROOM

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U.S. CELLULAR LAUNCHES FIRST WINDOWS PHONE 7 HANDSET®

HTC 7 Pro a Draw for Multi-taskers; Multi-media and Gaming Enthusiasts

CHICAGO (June 13, 2011) – The happiest customers in wireless have one more reason to smile. On June 14, U.S. Cellular (NYSE: USM) will expand its device portfolio with the addition of the HTC 7 Pro, the carrier's first Windows 7 smartphone. The handset is available for \$199.99 after a \$100 mail-in rebate along with a data plan purchase.

The HTC 7 Pro is ideal for those who want to complete tasks on the go while getting their fill of entertainment too. One glance at the start screen tells you what's going on. Animated live tiles can show pending messages and appointments, news and weather, or game and friend status all refreshed wirelessly via the Web. Users can also easily view, edit, share and sync Office® documents thanks to superior integration of familiar Office applications. Texting, e-mailing and social media updates are made easy with the HTC 7 Pro's 3.6-inch tilted touchscreen and slide out QWERTY keyboard.

"We have the phones that our customers want to help simplify their busy lives and have fun too," said Edward Perez, vice president of sales and marketing operations for U.S. Cellular. "Customers who switch to U.S. Cellular also get new phones faster without having to continuously sign contracts."

The HTC 7 Pro boasts other cool features like a digital compass, GPS and a 5.0 megapixel autofocus camera with flash. Gaming enthusiasts can score big with the Xbox LIVE® Integration, while movie and music lovers will appreciate the built-in FM radio and access to Netflix®, Zune® and thousands of other applications.

Several of U.S. Cellular's value-packed national plans are a perfect fit for smartphone users. The \$79.99 Primary Plus Plan is the best value in wireless and offers 5GB of data with unlimited text, picture and video messaging. The plan also comes with 450 voice minutes, free incoming calls, free nights and weekends and free mobile-to-mobile calls.

A family of four who switches to U.S. Cellular and joins the happiest customers in wireless can save more than \$1,000 a year with the company's Premium Plus family plan. The whole family can get the latest smartphones to download apps and keep up with friends, the latest news and favorite social networks.

U.S. Cellular has the highest call quality and network satisfaction of any national carrier, and all devices are backed by the carrier's high-speed nationwide network. For more information about all of U.S. Cellular's deals, plans and phones, and other restrictions on these offers, visit any U.S. Cellular store, go to uscellular.com or check out U.S. Cellular on Facebook.

The HTC 7 Pro is available for \$199.99 after a \$100 mail-in rebate. Purchase of a data plan is required, and a new two-year agreement and activation fee may apply.

About U.S. Cellular

U.S. Cellular rewards its customers with the unmatched benefits of The Belief Project, an array of industry-leading innovations designed to elevate the customer experience. The Belief Project, named Frost & Sullivan's Customer Value Enhancement of the Year, complements the Chicago-based carrier's growing catalog of cutting-edge phones that are all backed by its high-speed nationwide network. U.S. Cellular was recently named a J.D. Power and Associates 2011 Customer Service Champion and was also named one of Forbes Magazine's 2010 "Most Trustworthy Companies." To learn more about U.S. Cellular, visit one of its retail stores or uscellular.com. To get the latest news, promos and videos, connect with U.S. Cellular on [Facebook.com/uscellular](https://www.facebook.com/uscellular), [Twitter.com/uscellular](https://twitter.com/uscellular) and [YouTube.com/uscellularcorp](https://www.youtube.com/uscellularcorp).

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HTC DESIRE™ SMARTPHONE AVAILABLE AT U.S. CELLULAR TODAY

Carrier Becomes First in United States to Offer the Much-Anticipated Device

Chicago (Aug. 27, 2010) — The wait for the U.S. debut of the HTC Desire smartphone is finally over. U.S. Cellular began selling the popular Android-powered handsets today in stores and online at uscellular.com, becoming the first carrier to bring the popular smartphone to customers in the United States.

"The buzz for the HTC Desire has been amazing," said Edward Perez, vice president of sales and marketing operations for U.S. Cellular. "Our customers deserve great phones, and now they can be among the first to own one of the best Android-powered devices on the market."

The HTC Desire smartphone is the second of five phones that run the Android operating system joining U.S. Cellular's smartphone lineup this year. Customers welcomed the Samsung Acclaim™ last month. The Samsung Galaxy S™ will be added in October, followed by two Android-powered phones from LG.

For U.S. Cellular customers, the HTC Desire smartphone also comes with the company's industry-first, customer-focused programs, like Overage Protection and Battery Swap.

U.S. Cellular is offering the HTC Desire smartphone for \$199.95 after \$70 mail-in rebate with a two-year contract.

About the HTC Desire Smartphone

The HTC Desire smartphone boasts a slim, stylish design with a vivid 3.7-inch Super LCD touchscreen. Features include a five megapixel, autofocus camera with flash, integrated GPS and Wi-Fi capability. The Android™ 2.1 platform opens the door to a growing Android Marketplace™ of more than 70,000 applications, many of them free.

HTC Desire's 1GHz Qualcomm® Snapdragon™ processor offers a true mobile computing experience on U.S. Cellular's nationwide 3G network, allowing customers to quickly download applications and music, browse the Internet and share pictures and videos. The phone also comes preloaded with U.S. Cellular applications such as My Contacts Backup, City ID, Tone Room Deluxe and Your Navigator Deluxe. In addition, customers can easily access Google services like Gmail, Google Maps and Google Talk instant messaging, and synch their Google calendars and contacts.

About U.S. Cellular

The 9,000 associates of U.S. Cellular believe a wireless phone enhances people's lives and a wireless company should be in the business of bringing people together. U.S. Cellular has a wide range of monthly plans, including those with unlimited nationwide calling, unlimited free incoming calls and options to prepay. The company has a growing catalog of phones like the BlackBerry® Bold, the touch-screen LG Tritan and the HTC Touch Pro 2™ smartphone and the Android-powered Samsung Acclaim and the HTC Desire smartphone, which offer e-mail and

Web access. Those features are delivered 10 times faster over U.S. Cellular's 3G Mobile Broadband network. U.S. Cellular believes in the power of the community and has made a commitment to invest more than \$4.5 million in teachers and schools during 2009 and 2010. Based in Chicago, the company serves 6.2 million customers across the country. To learn more about the company visit one of its retail stores or uscellular.com. You can also check out U.S. Cellular on Facebook.

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U.S. CELLULAR TO LAUNCH TWO POWER-PACKED ANDROID™ DEVICES

HTC Merge™ is carrier's first Android-Powered Global Ready Smartphone; LG Genesis™ is a carrier exclusive; features dual touch screens

CHICAGO (May 31, 2011) – U.S. Cellular (NYSE: USM) is expanding its device portfolio with two more Android-powered smartphones that are packed with cool features and access to countless apps. Starting today, the HTC Merge is available for \$149.99 after a \$100 mail-in rebate, and the LG Genesis will debut June 9 at the same rate.

"Customers who switch to U.S. Cellular join the happiest customers in wireless and can get easy-to-use devices that can be personalized to fit their busy schedules," said Edward Perez, vice president of sales and marketing operations for U.S. Cellular. "Whether it's managing your calendar, keeping track of family activities or staying in touch with close friends, we have phones that make your life easier."

The HTC Merge is U.S. Cellular's first Android-powered Global Ready smartphone. So, if you're traveling abroad this summer, you can stay in touch with friends and family no matter the continent or time zone by using a required SIM card and service for the country you're visiting. The HTC Merge also has a keyboard that can be switched to 18 different languages and offers users the freedom to check Facebook, tweet, text, browse the web and access e-mails anytime using the 3.8-inch touch screen or the slide out QWERTY keyboard. Other handy features include a 5.0 megapixel camera, GPS, 720p video recorder, Adobe Flash 10.1 and a customizable quick key that lets you program your favorite function whether it's an app, web site, media player or contact.

Exclusive to U.S. Cellular, the LG Genesis features a sleek flip design with two touch screens that allow users to view social network updates and stay up-to-speed with texts and e-mails. Input lightning fast messaging on the 3.5-inch touch screen using Swype® technology on a virtual QWERTY keyboard or text hands free using voice. The internal 3.2-inch touch screen is paired with a wide, slide out keyboard that also makes typing quick and easy. A built-in 5.0 megapixel camera and 32 GB of storage makes snapping and sharing pictures of family and friends in high or low light a breeze with auto focus and zoom functions.

The HTC Merge and the LG Genesis are equipped with the Froyo 2.2 Android platform, and the Android Market™ has more than 200,000 apps awaiting download by users. Both smartphones are also Wi-Fi® hotspot capable and come with 8GB memory cards.

Several of U.S. Cellular's value-packed national plans are a perfect fit for smartphone users. The \$79.99 Primary Plus Plan is the best value in wireless and offers 5GB of data with unlimited text, picture and video messaging. The plan also comes with 450 voice minutes, free incoming calls, free nights and weekends and free mobile-to-mobile calls.

A family of four who switches to U.S. Cellular and joins the happiest customers in wireless can save more than

\$1,000 a year with the company's Premium Plus family plan. The whole family can get the latest Android-powered smartphones to download apps and keep up with friends, the latest news and favorite social networks.

U.S. Cellular has the highest call quality and network satisfaction of any national carrier, and all devices are backed by the carrier's high-speed nationwide network. Customers also get unique benefits, like new phones faster without continuously signing contracts. For more information about all of U.S. Cellular's deals, plans and phones, and other restrictions on these offers, visit any U.S. Cellular store, go to uscellular.com or check out U.S. Cellular on Facebook.

The HTC Merge is available for \$149.99 after a \$100 mail-in rebate, and the LG Genesis is \$149.99 after a \$100 mail-in rebate. Purchase of a data plan is required, and a new two-year agreement and activation fee may apply.

About U.S. Cellular

U.S. Cellular rewards its customers with the unmatched benefits of The Belief Project, an array of industry-leading innovations designed to elevate the customer experience. The Belief Project, named Frost & Sullivan's Customer Value Enhancement of the Year, complements the Chicago-based carrier's growing catalog of cutting-edge phones that are all backed by its high-speed nationwide network. U.S. Cellular was recently named a J.D. Power and Associates 2011 Customer Service Champion and was also named one of Forbes Magazine's 2010 "Most Trustworthy Companies." To learn more about U.S. Cellular, visit one of its retail stores or uscellular.com. You can also check out U.S. Cellular on Facebook.

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LG APEX THE LATEST ANDROID-POWERED PHONE TO LAND AT U.S. CELLULAR NOVEMBER 19

CHICAGO (Nov. 17, 2010) - Riding a wave of industry recognition for wireless innovations like "no contract after the first" with faster phone upgrades and Overage Cap, U.S. Cellular continues to bolster its expanding smartphone portfolio with the LG Apex, the carrier's latest high-performance, Android-powered device. The phone will be available in U.S. Cellular stores and at uscellular.com starting Nov. 19 for \$79.99 after an \$80 mail-in rebate. The LG Apex, with its vibrant 3.2" touchscreen and sleek, slide-out QWERTY keyboard, joins a string of cutting-edge products recently launched by the carrier, including the HTC Desire, Samsung Acclaim, Samsung Mesmerize (a Galaxy S smartphone) and the upcoming Samsung Galaxy Tab, slated to arrive in stores this month. The LG Optimus U will debut in December rounding out U.S. Cellular's Android-powered offerings for 2010.

"Phones powered by Android are perfect for customers looking for high-performance devices that help them stay productive, entertained and connected on the go," said Edward Perez, vice president of marketing and sales operations for U.S. Cellular. "The LG Apex is backed by the tremendous value of The Belief Project and our high-speed nationwide network, making it a great gift this holiday season."

U.S. Cellular's growing catalog of Android-powered, BlackBerry and Windows Mobile phones is a key part of its strategy to deliver cool devices while elevating the customer experience through industry-leading initiatives. Launched in October, The Belief Project is an array of innovative initiatives like "no contract after the first" with upgrades to the newest phones at promotional prices every 18 months. Customers automatically get valuable rewards just for being a customer that can be used for even faster phone upgrades in as little as 10 months depending on their Belief Plan. Rewards can also be used to get additional lines, phones, accessories, and ringtones.

U.S. Cellular's new bundled National Single Line and Family Belief Plans offer affordable voice, text and data packages. Customers who text, e-mail and download more than they talk may prefer the new Primary Plus Plan for \$69.99 per month that comes with 5GB of data, unlimited text, picture and video messaging, free GPS Navigation and 450 voice minutes with unlimited incoming calls, nights and weekends and mobile-to-mobile. Customers also can opt for the Premium Plus Family Plan for \$179.99, which includes two lines with unlimited minutes and messaging, 5GB of data per line, Phone Replacement and GPS Navigation.

For more information about the LG Apex and The Belief Project, visit uscellular.com.

About the LG Apex

The LG Apex is a cool productivity tool that runs on Android 2.1 and features a 3.2-inch durable tempered glass touchscreen that responds to a feather touch with vibration feedback. The screen also boasts luminous sensors that adjust brightness depending on light conditions and shows off the dynamic, animated live wallpaper. Five customizable home screens allow customers to create shortcuts to their favorite apps and widgets. Its stylish and functional design offers a QWERTY keyboard that slides out to make typing and texting easy.

Backed by U.S. Cellular's high-speed nationwide network, customers can browse and download thousands of applications in Android Market that allow users to customize their phone to fit their lifestyle. Customers can also access popular Google applications, including Google Maps™ with its turn-by-turn directions and Google Voice Search™ that helps them locate anything without a single key tap. The LG Apex's 3 megapixel autofocus, flash-ready camera/camcorder comes with a panorama mode that lets customers take up to six side-by-side shots to build a sweeping view.

The Wi-Fi enabled phone also comes with an MP3 player, and customers can easily organize their music library, repeat and shuffle their favorite songs. They can even multi-task, playing music in the background while simultaneously e-mailing, texting or downloading videos. A video player is included for WMV, MP4, 3GP and 3G2 formats.

The LG Apex will retail for \$79.99 after an \$80 mail-in rebate and will be available Nov. 19 at U.S. Cellular locations and at uscellular.com.

About The Belief Project

Launched Oct. 1, The Belief Project recognizes customer loyalty with national bundled rate plans that offer customers the freedom to enjoy industry-leading benefits without signing continuous contracts – like new phones at promotional prices every 18 months that can be accelerated with points.

With "no contract after the first," new customers fulfill an initial two-year commitment and never have to sign another contract again. Existing customers who switch to the new Belief Plans can simply finish the remainder of their term without extending their current contract.

Customers automatically get valuable rewards just for being a customer that can be used for faster phone upgrades in as little as 10 months depending on their Belief Plan. Rewards can also be used to get additional lines, phones, accessories, and ringtones.

The Belief Project also includes the industry's only Phone Replacement program. If a customer's phone accidentally breaks or stops working, U.S. Cellular replaces it with the same or similar model at no additional cost. Customers also can save up to 5 percent on their monthly plans for setting up autopay and paperless billing.

These innovative initiatives were developed to address consumers' common frustrations with wireless, elevate the customer experience and create a human relationship, not a contractual one. For more information about The Belief Project, visit uscellular.com.

About U.S. Cellular

U.S. Cellular is committed to fixing wireless one project at a time. The Chicago-based carrier, named one of Forbes Magazine's 2010 "Most Trustworthy Companies," recently unveiled The Belief Project, a series of industry-first, innovative solutions designed to elevate the customer experience. The Belief Project complements U.S. Cellular's growing catalog of cutting-edge phones, all backed by its high-speed nationwide network. To learn more about the company visit one of its retail stores or uscellular.com. You can also check out U.S. Cellular on Facebook.

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U.S. CELLULAR TO LAUNCH THE LG OPTIMUS U, ITS LATEST ANDROID-POWERED DEVICE FOR 2010

Touchscreen device that runs on the Android 2.2 operating system is free after an \$80 mail-in rebate

CHICAGO (December 7, 2010) – U.S. Cellular is rounding out its 2010 lineup of Android-powered phones with the Dec. 13 launch of the LG Optimus U, the ideal handset for first-time smartphone users ready to experience the power of Android 2.2 technology. Backed by the carrier's high-speed network, LG Optimus U will be available in U.S. Cellular stores and at uscellular.com for free after an \$80 mail-in rebate. LG Optimus U is also supported by all the benefits of The Belief Project, which include industry-first innovations like "no contract after the first."

"The LG Optimus U is a good fit for first-time smartphone customers who are looking to explore a wide range of games, multimedia entertainment and time-saving Android applications," said Edward Perez, vice president of marketing and sales operations for U.S. Cellular. "Customers with one of our Belief Plans who are eligible for a phone upgrade can pick up an LG Optimus U at our promotional price without signing a new contract."

New customers who sign up for a Belief Plan and fulfill an initial two-year commitment will never have to sign another one with U.S. Cellular's "no contract after the first." Customers automatically get valuable rewards that can be used for faster phone upgrades in as little as 10 months, additional lines, phones, accessories and ringtones.

About LG Optimus U

LG Optimus U from U.S. Cellular sports a sleek 3.2-inch capacitive touchscreen and virtual QWERTY keyboard with Swype technology that allows users to input text quickly by sliding a finger over the keyboard in one continuous motion. The five home screens provide easy access to customers' favorite applications and create a truly customizable user experience.

In addition to the popular Google applications like Google Maps, Google Talk and Gmail, that are pre-loaded on the LG Optimus U, U.S. Cellular customers can also tap into Your Navigator Deluxe for voice-guided turn-by-turn navigation, get ringtones from Tone Room Deluxe and store all their contacts on a secure Web site with My Contacts Backup.

The LG Optimus U is equipped with a 2GB microSD card and offers a up to 32GB of memory via an external memory card for customers who want to watch videos or listen to music while on-the-go. Featuring a 3.2 megapixel camcorder with autofocus and zoom, LG Optimus U also provides a 3.5mm headphone jack and Wi-Fi support for up to five devices through built-in portable hotspot capabilities.

About U.S. Cellular Android Devices

The LG Optimus U joins five other high-performance devices from U.S. Cellular that run Android, including the LG Apex, Samsung Galaxy Tab, Mesmerize (a Galaxy S smartphone) and Acclaim, and HTC Desire. The carrier's extensive catalog of Android-powered, BlackBerry and Windows phones is a key part of its strategy to deliver

cutting-edge devices while elevating the customer experience through the industry-leading initiatives of The Belief Project, which it launched in October.

U.S. Cellular's new bundled National Single Line and Family Belief Plans offer affordable voice, text and data packages. Customers who text, e-mail and download more than they talk may prefer the new Primary Plus Plan for \$69.99 per month that comes with 5GB of data, unlimited text, picture and video messaging, free GPS navigation and free unlimited incoming calls, nights and weekends, and mobile-to-mobile calls. Customers also can opt for the Premium Plus Family Plan for \$179.99, which includes two lines with unlimited minutes and messaging, 5GB of data per line, Phone Replacement and GPS navigation.

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These innovative initiatives were developed to address consumers' common frustrations with wireless, elevate the customer experience and create a human relationship, not a contractual one. For more information about The Belief Project, visit uscellular.com.

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About LG Electronics, Inc.

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, mobile communications and home appliances, employing more than 80,000 people working in more than 115 operations including 84 subsidiaries around the world. With 2009 global sales of USD43.4 billion, LG is comprised of five business units — Home Entertainment, Mobile Communications, Home Appliance, Air Conditioning and Business Solutions. LG is the world's leading producer of flat panel TVs, audio and video products, mobile handsets, air conditioners and washing machines. LG has signed a long-term agreement to become both a Global Partner and a Technology Partner of Formula One™. As part of this top-level association, LG acquires exclusive designations and marketing rights as the official consumer electronics, mobile phone and data processor of this global sporting event. For more information, please visit www.lgusa.com.

About LG Electronics Mobile Communications Company

The LG Electronics Mobile Communications Company is a leading global mobile communications and information company. With its cutting-edge technology and innovative design capabilities, LG creates handsets that provide an optimized mobile experience to customers around the world. LG is pursuing convergence technology and mobile computing products, while continuing its leadership role in mobile communication with stylish designs and smart technology. For more information, please visit www.lgmobilephones.com.

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U.S. CELLULAR TO LAUNCH 4G LTE SERVICE AND DEVICES IN TIME FOR THE HOLIDAYS

CHICAGO (May 6, 2011) – U.S. Cellular (NYSE: USM), in conjunction with its partnership with King Street Wireless, announced today that it will deliver high-speed 4G LTE services and 4G-enabled devices to more than 25 percent of its customers across two dozen markets in time for the holiday season. U.S. Cellular customers with 4G LTE devices and service will experience significantly faster data speeds when browsing the web, accessing e-mail, playing games and viewing and streaming videos.

The initial rollout of 4G LTE service for U.S. Cellular, which has the highest call quality and network satisfaction of any national carrier, is planned for selected cities in Iowa, Wisconsin, Maine, North Carolina, Texas and Oklahoma. These include some of U.S. Cellular's leading markets such as Milwaukee, Madison and Racine, Wis.; Des Moines, Cedar Rapids and Davenport, Iowa; Portland and Bangor, Maine; and Greenville, N.C.

"With 4G LTE, our customers will have faster connections to the people, information and entertainment that enhance their lives and help them stay organized," said Mary N. Dillon, president and CEO of U.S. Cellular. "In addition to our line-up of cutting-edge devices, customers who switch to U.S. Cellular get unique benefits like faster phone upgrades without continuously signing contracts, and join the happiest customers in wireless."

U.S. Cellular plans to introduce a portfolio of 4G-enabled devices during the first phase of its 4G LTE deployment and will continue to expand its offering through 2012. The rollout builds on the 3G data services that U.S. Cellular customers already enjoy on the carrier's high-quality nationwide network. More details on the next phases of the company's 4G LTE deployment will be announced at a later date.

About U.S. Cellular

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SAMSUNG MOBILE AND U.S. CELLULAR® LAUNCH THE SAMSUNG ACCLAIM™

Samsung's First Android™-Powered Mobile Phone for U.S. Cellular Customers Offers Premium Web and Multimedia Experience

DALLAS (June 25, 2010) – Samsung Telecommunications America (Samsung Mobile)¹, the No.1 mobile phone provider in the U.S.², and U.S. Cellular, today announced the availability of the premier Android handset, the Samsung Acclaim™ (SCH-r880). The Acclaim is equipped with a 3.2-inch touch screen, full slide-out QWERTY keyboard and innovative 2.1 Android™ platform with Google mobile services. The Android 2.1 Operating System provides access to built-in Google™ mobile services, including Google Browser™, Google Maps™, Google® Talk and Gmail™. Additionally, the Acclaim also gives users access to thousands of applications available in the Android Market™.

"We are excited to deliver this cutting-edge technology," said Edward Perez, vice president of sales and marketing operations for U.S. Cellular. "Many of our customers lead busy lifestyles, and the Acclaim is the perfect device for multi-tasking while staying in touch with family and friends."

The Acclaim's slide-out QWERTY keyboard makes it easy for users to quickly send text and picture messages to their friends or post messages to their favorite social networking sites, including Facebook®, MySpace® and Twitter. The Acclaim will be pre-loaded for U.S. Cellular customers with applications such as My Contacts Backup, City ID, Tone Room Deluxe and Your Navigator Deluxe, U.S. Cellular's free voice-prompted turn-by-turn navigation system.

Ideal for the consumer on-the-go, the Samsung Acclaim is equipped with stereo Bluetooth® capabilities for seamless hands-free communication and is compatible with Virtual Private Network (VPN) for easy access to company records and information. The Acclaim also offers advanced features to auto sync your e-mail and contacts while managing both personal e-mail and corporate e-mail through Microsoft Exchange.

The Samsung Acclaim's brilliant, 3.2 inch touch screen display incorporates specially designed widgets that allow users to customize and personalize their phone, with instant access to their favorite functions. The 3.0 megapixel camera and camcorder on the Samsung Acclaim feature an LED Flash and Auto Focus and comes standard with a 4 GB microSD card included (supports up to 32GB of external memory) to instantly capture and store all your favorite moments.

Key features of the Samsung Acclaim include:

- 3.2 inch Touchscreen Display
- 3.0 Megapixel Camera/Camcorder with LED flash
- Android™ 2.1 (Eclair) Operating System