

- One-Touch Access to Android Market™
- Google™ Browser
- Google Mobile Services (Google Browser™, Google Maps™, Google® Talk and Gmail™)
- Memory Card Support: microSD™ Card (4GB included, supports up to 32GB)
- Support for Corporate and Personal Email
- Text, Picture and Video Messaging
- Wi-Fi (Wireless Fidelity), Bluetooth® and VPN (Virtual Private Network) Compatible
- Standard Rechargeable Lithium Ion battery
- Dimensions: 4.49" X 2.32" X .60"
- Weight: 4.59 Ounces

The Samsung Acclaim will be available July 9 for \$99.95 after mail-in rebate at U.S. Cellular retail locations or at [www.uscellular.com](http://www.uscellular.com). Customers who purchase the Acclaim will receive a \$20 gift card to use towards applications in the Android Market. For additional information about the Samsung Acclaim visit [www.samsungmobileusa.com](http://www.samsungmobileusa.com).

#### **About Samsung Telecommunications America**

Samsung Telecommunications America, LLC, a Dallas-based subsidiary of Samsung Electronics Co., Ltd., researches, develops and markets wireless handsets and telecommunications products throughout North America. For more information, please visit [www.samsungwireless.com](http://www.samsungwireless.com).

#### **About Samsung Electronics Co., Ltd.**

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2009 consolidated sales of US\$116.8 billion. Employing approximately 188,000 people in 185 offices across 65 countries, the company consists of eight independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Semiconductor and LCD. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit [www.samsung.com](http://www.samsung.com).

#### **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® Tour and the touch-screen LG Tritan and HTC Touch Pro 2, which offer e-mail and Web access. 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 is the nation's sixth-largest wireless carrier, serving 6.2 million customers across the country. To learn more about the company visit one of its retail stores or [uscellular.com](http://uscellular.com). You can also check out U.S. Cellular on Facebook.

<sup>1</sup>Samsung Mobile is proud to provide ENERGY STAR-qualified power adapters with its mobile phones and accessories. ENERGY STAR qualified products use less energy, save money, and help protect the environment. Products that have earned the ENERGY STAR meet strict energy-efficiency guidelines set by the US Environmental Protection Agency and the US Department of Energy.

<sup>2</sup>Number one mobile phone provider in the U.S. claim for Samsung Mobile based upon reported shipment data, according to Strategy Analytics Q1 2010, Q1-Q4 2009 and Q3 and Q4 2008 U.S. Market Share Handset Shipments Reports.



# PRESS ROOM

• 2010 Press Releases

## New Products & Services

### SAMSUNG MOBILE AND U.S. CELLULAR LAUNCH THE SAMSUNG EXEC™

Feature-Packed Smartphone Equipped with Windows Mobile 6.5 Platform

**DALLAS** – April 26, 2010 – Samsung Telecommunications America (Samsung Mobile)<sup>1</sup> the No.1 mobile phone provider in the U.S.<sup>2</sup>, and U.S. Cellular announce the availability of the Samsung Exec™ (SCH-I225). The Exec is a slim, power-packed smartphone that offers users functionality and a wide array of features.

"Many of our customers are multi-taskers who want smartphones that helps them get their work done even when they're out of the office," said Ed Perez, vice-president of marketing and sales for U.S. Cellular. "The Exec delivers on this need and most important, keeps them connected with family and friends."

Equipped with a Microsoft Windows Mobile 6.5 platform, Exec users can access personal and corporate email through Microsoft Office Outlook® ActiveSync. The Exec also features other Microsoft Office programs including PowerPoint Mobile and WordMobile to increase mobile productivity at work or home. The Microsoft Windows Mobile 6.5 platform on the Exec allows users to personalize their phone with the Windows Mobile® Device Center, which synchronizes their favorite music, pictures and videos.

The high-speed HTML browser and spacious full QWERTY keyboard on the Exec offers users a powerful entertainment and social networking feature set, including one-touch access to all the latest Widgets and social networking sites like Facebook™, MySpace™, Twitter and Flickr®. The Samsung Exec also has an array of messaging features including text and picture messaging and access to instant messaging through Windows Live® Messenger.

The 2.0 megapixel camera with camcorder enables users to take photos and videos in an instant, while Bluetooth® capabilities offer users seamless hands-free communication. Additionally, the Exec is equipped with a built-in music player and optional external memory up to 32GB.

Key features of the Samsung Exec include:

- Windows Mobile® 6.5 Standard
- Microsoft Office Outlook® ActiveSync
- Microsoft Internet Explorer®
- Microsoft Windows Live™ Messenger
- Microsoft Windows Media® Player
- Microsoft Windows Marketplace
- Adobe Reader LE 2.5

- Stereo Bluetooth® Connectivity
- 2.0 Megapixel Camera/Camcorder
- Text, Picture and Video Messaging
- Personal Tools: Calendar, Alarms, Anniversary Reminder, Tasks
- Optional External Memory Up to 32GB
- Talk Time: 8 hours
- Dimensions: 4.61" X 2.36" X .45" inches

The Samsung Exec is available at U.S. Cellular retail locations or at [www.uscellular.com](http://www.uscellular.com). For additional information about the Samsung Exec visit [www.samsungmobileusa.com](http://www.samsungmobileusa.com).

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# PRESS ROOM

• 2010 Press Releases

## Company News

### SAMSUNG MOBILE AND U.S. CELLULAR<sup>®</sup> ANNOUNCE AVAILABILITY OF A SAMSUNG GALAXY S™ DEVICE

Handset will be powered by Android™ 2.1 platform, feature 4-inch Super AMOLED touch screen, 1GHz application processor, entertainment and social networking features, making the smartphone brilliant

**DALLAS (June 28, 2010)** – Samsung Telecommunications America (Samsung Mobile)<sup>1</sup>, the No.1 mobile phone provider in the U.S., and U.S. Cellular, today announced the upcoming availability of a Samsung Galaxy S™ smartphone. The Android™ 2.1-powered Galaxy S<sup>®</sup> smartphone will bring users a fully integrated entertainment, messaging and social networking experience packaged in an alluring, streamlined design surrounding a stunning 4-inch display.

"The Samsung Galaxy S™ smartphone coming soon to U.S. Cellular customers is a premium Android device equipped with Samsung's Galaxy S class of features," said Omar Khan, chief strategy officer for Samsung Mobile.

"The Galaxy S™ series of smartphones offers users superior features, including a 1 GHz Samsung Hummingbird Application Processor, Samsung's Super AMOLED touch screen technology, along with entertainment, messaging and social networking applications."

Samsung's Galaxy S™ family of devices represent a new breed of smartphones powered by the open and innovative Android platform, with full support of Google Mobile Services including Google Search™, Google Maps™, Gmail™, YouTube™, Google Talk™, Android Market™ and more. The Galaxy S™ smartphone features Samsung's Super AMOLED display screen technology, a 1 GHz Samsung Hummingbird Application Processor and Samsung Social Hub, a feature that integrates the user's social networking services, messages, personal and business email, calendars and contacts.

"We are excited about the release of this Android-powered smartphone," said Ed Perez, vice-president of marketing and sales for U.S. Cellular. "The Galaxy S delivers on our customers' need to have popular applications at their fingertips while keeping them in touch with those who matter most."

The Galaxy S™ smartphone provides a premium viewing experience on its large, brilliant 4-inch display powered by Samsung's Super AMOLED touch screen technology. Super AMOLED technology yields thinner displays, delivering one of the thinnest, most responsive full-featured smartphones in the industry. Samsung's innovative display technology makes watching movies, viewing videos and playing games come to life like never before, even in bright light and outdoor environments.

In addition, the Samsung Galaxy S™ smartphone is designed with a six-axis sensor that combines the smartphone's accelerometer and gyroscope to provide a smooth, fluid gaming experience when the user is tilting the device up or

down or panning the phone to the left or right. The Galaxy S™ smartphone's user interface also supports a series of advanced touch screen gesture capabilities including multi-touch pinch, long tap and zoom and vertical and horizontal swiping. This series of versatile gestures provide easier and quicker access to many applications including location-based services, Web browsing and digital photos.

Powering the Galaxy S™ smartphone is a 1 GHz Samsung Hummingbird Application Processor, which produces amazing 3-D graphics, faster upload and download times of HD-like multimedia content.

The Galaxy S™ smartphone keeps users connected with Samsung's Social Hub, which is built around Messaging and Contacts, both of which initiate the sending and receiving of information, whether it is e-mail, instant messaging, social network updates or SMS messages. Additionally, calendar information from portal calendars, such as Google Calendar™, and social networking services are displayed together in one calendar with two-way synchronization. The familiar text messaging experience is enhanced with group messaging and "reply all" functionality for up to 10 contacts, a threaded conversations format, a consolidated inbox, and enhanced multi-media display.

Not just for social networking and messaging, the Galaxy S™ smartphone truly brings your home and office computer to the palm of your hand with support for push email and integrated calendar services, including Google™ and Yahoo for consumers and small businesses and ActiveSync for enterprise users. Messaging is simple and easy with the Galaxy S™ smartphone's virtual QWERTY keyboard with Swype technology, which allows users to input text faster and in a more intuitive way with one continuous finger motion across the screen keyboard.

In addition, the Galaxy S™ smartphone features best-in-class entertainment features, including future access to Samsung Media Hub, a library of video and literary content powered by some of the biggest names in entertainment. Samsung Mobile looks forward to sharing additional information about Media Hub in the near future and the Galaxy S™ smartphone will feature a temporary app that can take users to download Media Hub in the future. The Galaxy S™ smartphone features Samsung's All Share application, which enables inter-device connectivity through DLNA (Digital Living Network Alliance), allowing users to send video content wirelessly to other DLNA-enabled devices, such as TV's, monitors and computers, allowing for a rich, interactive entertainment experience.

The Galaxy S™ smartphone is packed full of features that enhance users' daily life, including a 5.0-megapixel camera/camcorder with auto-focus and HD video recording (720p), MP3 player, 3.5-millimeter headphone jack and expandable memory for photos, videos and music, up to 32 GB using microSD. Additional key specifications of the Galaxy S™ smartphone include Wi-Fi (802.11 b/g/n), full HTML browser with multi-touch pinch to zoom, Bluetooth® 3.0 technology, daily briefing widget, which offers instant access to weather, news, stocks, and the calendar and a feeds and updates widget, that lets users get updates from social networking sites instantly.

The Samsung Galaxy S™ smartphone will be available in the fall at U.S. Cellular retail locations or at [www.uscellular.com](http://www.uscellular.com). For additional information about the Samsung Galaxy S™ smartphone visit [www.samsungmobileusa.com](http://www.samsungmobileusa.com).

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\*Number one mobile phone provider in the U.S claim for Samsung Mobile based upon reported shipment data, according to Strategy Analytics Q1 2010, Q1-Q4 2009 and Q3 and Q4 2008 U.S. Market Share Handset Shipments Reports.

# PRESS ROOM

• 2011 Press Releases

## Company News

### U.S. CELLULAR LAUNCHES 'JEWEL' OF A PHONE IN SAMSUNG GEM™

The Latest Android-powered Smartphone at a Smart Price, \$29.99

**CHICAGO (March 31, 2011)** – U.S. Cellular invites those who are ready to take the Android-powered plunge to indulge themselves with the wireless carrier's latest device, the Samsung Gem. In stores and online April 1 for only \$29.99 after an \$80 mail-in rebate, this smartphone deal is no April Fools' joke. It features a 3.2" full touch screen with advanced anti-scratch, anti-smudge and anti-reflective protective glass.

Keeping in touch with friends and family is easy with the Samsung Gem, which allows you to update your status and post photos and messages to all of your favorite social networking sites with the touch of one button. With its easy-to-use calendar, you can organize all of your social and business appointments. You can also drag and drop various widgets and icons to personalize your very own, one-of-a-kind start-up screen.

"We want to delight our customers with handsets that can be customized to meet their individual needs," said David Kimbell, vice president of marketing for U.S. Cellular. "As the interest in smartphones continues to grow, we are thrilled to roll out high-performing, competitively priced devices that enable our customers to be more productive and simplify their lives."

The Samsung Gem is backed by U.S. Cellular's high-speed nationwide network and The Belief Project, both of which have received high marks from industry insiders and consumers. U.S. Cellular has the highest call quality and network satisfaction of any national carrier, and The Belief Project earned Frost & Sullivan's Customer Value Enhancement of the Year Award.

The Belief Project recognizes customer loyalty with unmatched benefits and rewards like faster upgrades to the coolest phones in as little as 10 months without requiring customers to repeatedly sign contracts. It also offers an assortment of bundled National Single Line and Family Belief Plans designed to mirror the way people use their phones.

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." Current U.S. Cellular customers who previously signed up for a Belief Plan and are already eligible for a phone upgrade can get promotional prices without signing another contract. 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.

For more information about all of U.S. Cellular's deals, plans and phones, and other restrictions on this offer, visit any U.S. Cellular store, go to [uscellular.com](http://uscellular.com) or check out U.S. Cellular on Facebook.

#### 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](http://uscellular.com). You can also check out U.S. Cellular on Facebook.

For more information, contact:

Chelsea L. Whittington

U.S. Cellular

773-355-3561

[chelsea.whittington@uscellular.com](mailto:chelsea.whittington@uscellular.com)



C



## US Cellular Plans

### SINGLE LINE \$79.99 PRIMARY PLUS

VOICE **450 Minutes** 

MESSAGING **Unlimited**

OPTIONS

DATA **5GB** included

- b** • 350 points/mo.
- Overage cap
- Upgrade phone after 15/mo.

**\$79.99** PER MONTH [ADD TO CART](#)

### SINGLE LINE BASIC

VOICE **700 Minutes**

MESSAGING **Per message..\$0.25**

OPTIONS

DATA **5GB** \$30/mo.  
**50MB** \$15/mo.  
Pay-per-use \$3/day

- b** • 100 points/mo.
- Overage cap
- Upgrade phone after 17/mo.

**\$49.99** PER MONTH [ADD TO CART](#)

### SINGLE LINE ESSENTIAL

VOICE **1000 Minutes**

MESSAGING **Unlimited**

OPTIONS

DATA **50MB** \$15/mo.  
Pay-per-use \$3/day

- b** • 350 points/mo.
- Overage cap
- Upgrade phone after 14/mo.

**\$69.99** PER MONTH [ADD TO CART](#)

### SINGLE LINE ESSENTIAL PLUS

VOICE **1200 Minutes**

MESSAGING **Unlimited**

OPTIONS

DATA **5GB** included

- b** • 550 points/mo.
- Overage cap
- Upgrade phone after 12/mo.

**\$89.99** PER MONTH [ADD TO CART](#)

### SINGLE LINE UNLIMITED BASIC

VOICE **Unlimited**

MESSAGING **Per message..\$0.25**

OPTIONS

DATA **5GB** \$30/mo.  
**50MB** \$15/mo.  
Pay-per-use \$3/day

- b** • 350 points/mo.
- Overage cap
- Upgrade phone after 14/mo.

**\$69.99** PER MONTH [ADD TO CART](#)

### SINGLE LINE PREMIUM

VOICE **Unlimited**

MESSAGING **Unlimited**

OPTIONS

DATA **50MB** \$15/mo.  
Pay-per-use \$3/day

- b** • 550 points/mo.
- Overage cap
- Upgrade phone after 12/mo.
- Phone Replacement

**\$89.99** PER MONTH [ADD TO CART](#)

### SINGLE LINE PREMIUM PLUS

VOICE **Unlimited** 

MESSAGING **Unlimited**

OPTIONS

DATA **5GB** included

- b** • 750 points/mo.
- Overage cap
- Upgrade phone after 11/mo.
- Phone Replacement

**\$109.99** PER MONTH [ADD TO CART](#)

### SINGLE LINE SECURITY

VOICE **200 Minutes**

MESSAGING **Per message..\$0.25**

OPTIONS

DATA **\$3 Per Day**  
Only on the days you use it.

- Included
- Voice Mail
  - Call Waiting
  - Caller ID
  - Three-Way Calling

**\$29.99** PER MONTH [ADD TO CART](#)