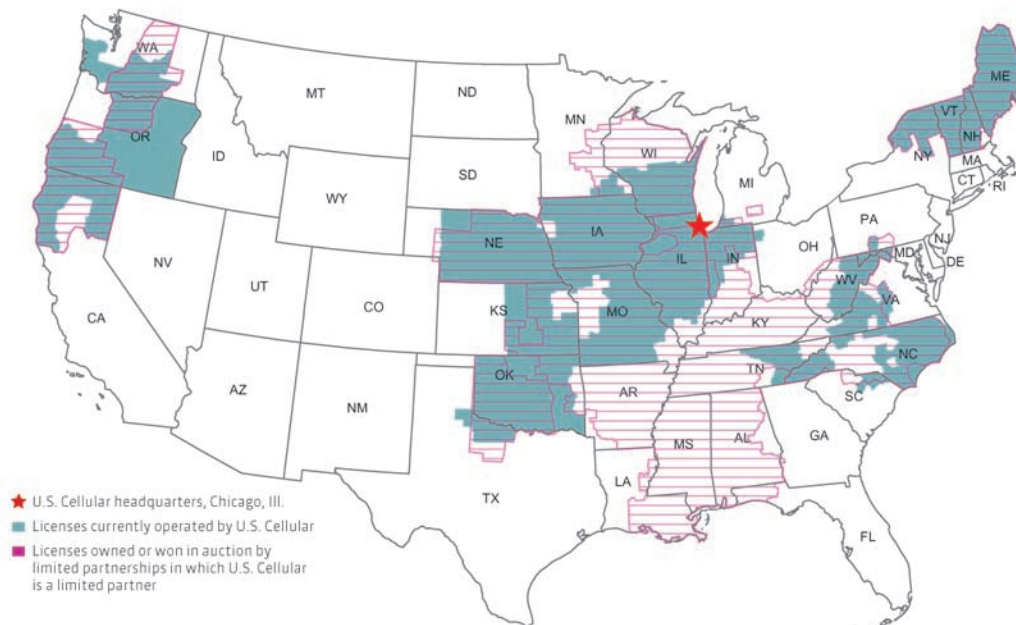


About U.S. Cellular®



All data provided below is for the year ended Dec. 31, 2008.

Strategy

U.S. Cellular is the nation's fifth-largest full-service wireless carrier. U.S. Cellular operates on a customer satisfaction strategy, driving customer engagement by providing a comprehensive range of wireless products and services, superior customer support, and a high-quality network.

U.S. Cellular's business development strategy is to build contiguous operating market areas by operating controlling interests in wireless licenses in areas adjacent or proximate to its other wireless licenses.

U.S. Cellular is an 81-percent owned business unit of Telephone and Data Systems, Inc., which is traded on the New York Stock Exchange under the symbols TDS and TDS.S.

U.S. Cellular is committed to building strong relationships with its customers, communities, and associates.

Customers

U.S. Cellular is committed to maintaining high levels of customer satisfaction and loyalty, and consistently ranks at the top of third-party surveys related to customer satisfaction and wireless call quality.

- J.D. Power and Associates has ranked U.S. Cellular "Highest Call Quality Performance Among Wireless Cell Phone Users in the North Central Region" for seven consecutive reporting periods.

Associates

U.S. Cellular's 8,500 full-time equivalent associates are committed to providing excellent service—the foundation of the company's customer satisfaction strategy. In U.S. Cellular's 2008 Culture Survey (performed annually), 99 percent of participating associates agreed that serving customers was their highest priority.

Diversity and Inclusion

U.S. Cellular values differences and believes that a diverse and inclusive workforce is critical to business success. Respect for associates and for customers creates an environment motivated by ethics, empowerment, and business performance. The company's diversity and inclusion strategy focuses on five areas: workforce, workplace, marketplace, suppliers, and community.

Communities

U.S. Cellular focuses on improving the quality of life in the areas where it does business. The company focuses its community efforts on nonprofit

organizations serving economically disadvantaged youth, families, and seniors—connecting people with opportunities for a better life. Here are just a few of the ways U.S. Cellular has contributed to its communities:

- Calling All Communities**—To help combat reductions in school funding across the country, U.S. Cellular introduced its Calling All Communities program in December of 2008. Through this grassroots program, communities large and small cast more than 120,000 votes, nominating more than 6,500 schools to be among the ten to receive \$100,000 each. The program harnessed community spirit and created an opportunity to believe in something better for children's education.
- U.S. Cellular contributed more than \$4.2 million to schools and nonprofit organizations, including \$1.2 million to the United Way; and invested in 97 organizations through grants, phone donations, and other philanthropic support.