

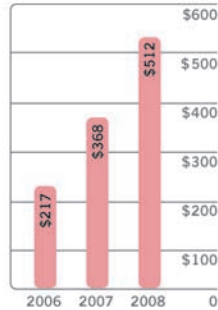
## Financial Highlights

(As of Dec. 31, 2008)

### Service Revenues (in billions)



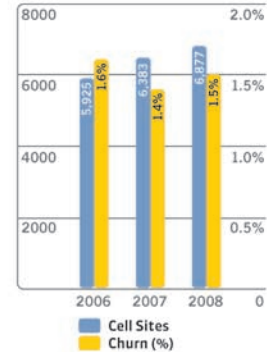
### Data Revenues (in millions)



### Average Revenue Per Unit (in millions)

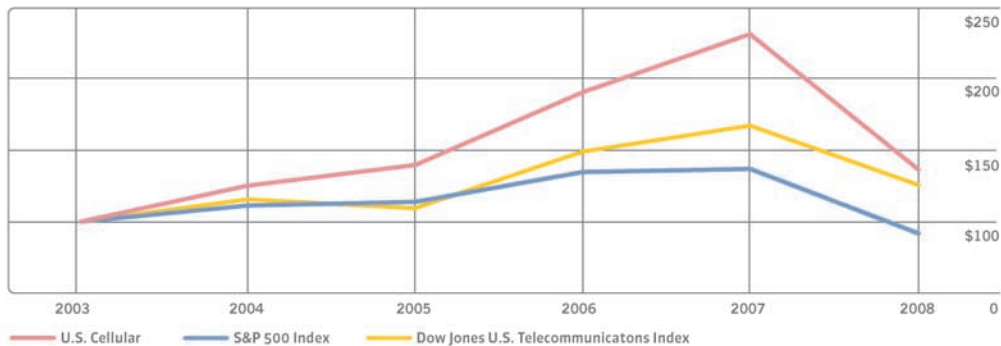


### Cell Sites/ Retail Postpay Churn



## Comparison of Cumulative Five-Year Total Returns\*

U.S. Cellular®, S&P 500, Dow Jones U.S. Telecommunications Index  
(Performance Results Through 12/31/08)



\*Cumulative total return assumes reinvestment of dividends. Assumes \$100.00 invested at the close of trading on the last trading day in 2003 in U.S. Cellular Common Shares, S&P 500 Index, and the Dow Jones U.S. Telecommunications Index. The above represents selected information from the Stock Performance Graph included in the 2008 Annual Report. For more information, please refer to the Shareholder Information Section in Appendix I to the attached 2009 Proxy Statement.

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

### Financials

- \$3.9 billion in service revenues
- \$512 million in data revenues
- ARPU (average revenue per unit) of \$53.23
- \$923 million in cash flows from operating activities
- 1.5 percent retail postpay churn rate

### Markets and Customers

- Total operating market population of 46 million in 26 states
- 6.2 million total customers
- 5.4 million retail postpay customers
- 8,500 full-time equivalent associates

### Network and Infrastructure

- Invested \$586 million to build new cell sites, increase capacity of existing cell sites, purchase equipment to expand 3G/EVDO services to additional markets, create new retail stores and remodel existing stores, and enhance office systems
- 6,877 total cell sites
- More than 400 U.S. Cellular-operated retail stores and 1,100 locations representing relationships with agents, dealers, and non-company retailers