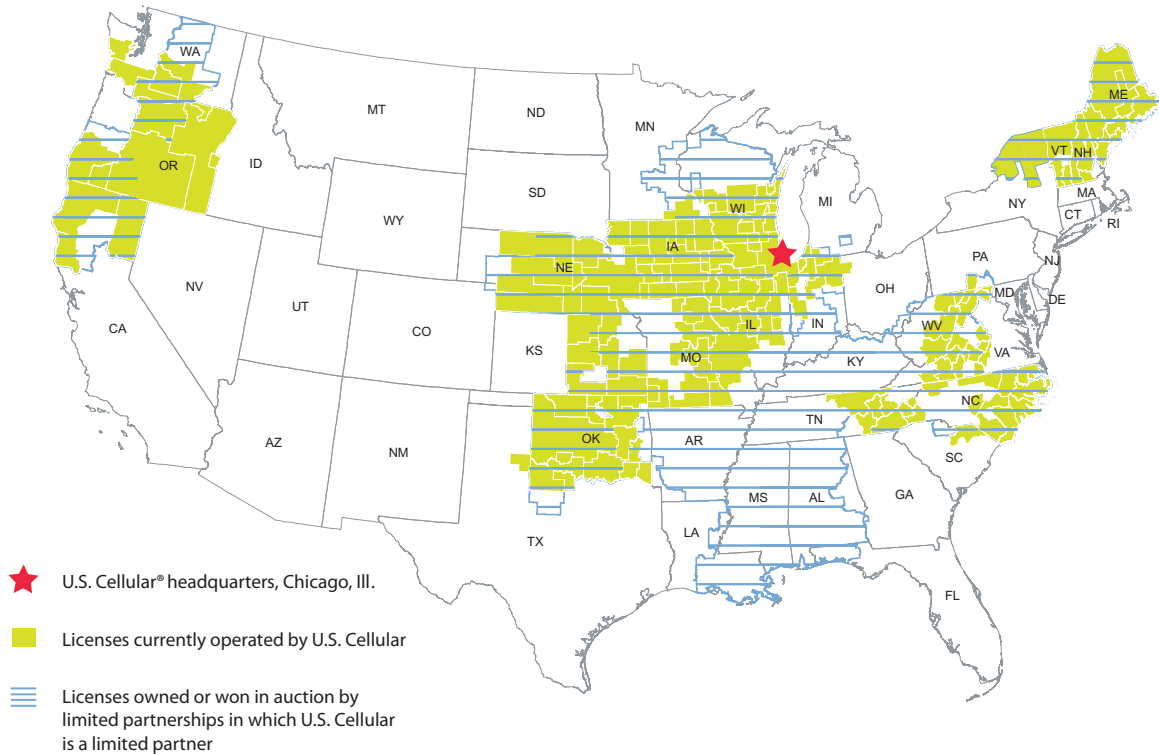


We're in the business of connecting people.



We're committed to building strong relationships with our customers, our associates, and our communities.

### Our customers

We believe that creating positive connections with our customers enhances their wireless experience and builds customer loyalty.

### Our associates

We owe every bit of success to our associates—people with a real passion for their work, who are committed to “doing the right thing.”

- **100 percent** of associates participating in our 2009 Culture Survey agreed that serving customers was their highest priority.

### Our communities

We believe in being more than just a wireless provider in the communities where we do business. We're committed to helping schools through two innovative, grassroots programs:

- **Calling All Communities** awards \$100,000 each to 10 schools that receive the most votes from community members.
- **Calling All Teachers** contributes \$1 million to fund classroom projects.

U.S. Cellular has received the J.D. Power and Associates award for “Highest Call Quality Performance among Wireless Cell Phone Users in the North Central Region” for nine consecutive reporting periods.



U.S. Cellular received the highest numerical score among wireless service providers in the proprietary J.D. Power and Associates 2010 Wireless Call Quality Performance Study<sup>SM</sup>-Vol. 1. Study based on 23,373 total responses measuring five providers in the North Central region (IL, IN, MI, OH, WI) and measures opinions of wireless users about the call quality of their service. Proprietary study results are based on experiences and perceptions of consumers surveyed in July to December 2009. Your experiences may vary. Visit [jdpower.com](http://jdpower.com).