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Missouri Public Service Commission

Exhibit No. 20

Case No(s) 10-2005-0384

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Corporate Press Releases

U.S. CELLULAR BURSTS INTO ST. LOUIS
Fast-Growing Wireless Provider Brings 400 New Jobs and Hundred-Million Dollar Investment to Community

St. Louis, July 28, 2005—Governor Matt Blunt and St. Louis County Executive Charlie A. Dooley joined U.S. Cellular executives to celebrate the company's entry into St. Louis during a ceremony held today at the Edward Jones Dome. U.S. Cellular hired more than 400 people and invested approximately \$90 million to build a new cellular network with nearly 300 state-of-the-art wireless towers to blanket the greater St. Louis area. With this service launch, St. Louis becomes U.S. Cellular's second largest market, after Chicago.

"As a contributor to the state economy since 1989, U.S. Cellular is continuing its commitment as a valued corporate citizen in Missouri," said Governor Blunt. "We are pleased with the company's decision to expand into St. Louis, providing even more good jobs for the citizens of our state."

U.S. Cellular began its partnership with the St. Louis community by signing sponsorship agreements totaling \$1.3 million, making it the exclusive wireless provider for the St. Louis Rams and a major sponsor of the Great Forest Park Balloon Race and a host of events at St. Louis University. Additionally, Taste of St. Louis will be revived after 10 years through the financial support of U.S. Cellular.

U.S. Cellular began construction of its St. Louis network early last year, establishing a local business office in Clayton and a network of nearly 300 new cell sites. Customers in St. Louis will be served by U.S. Cellular's customer care center in Tulsa.

"We invest heavily in training our associates and focusing on customer satisfaction. That's what makes us different," said John E. Rooney, U.S. Cellular president and chief executive officer. "We believe Missouri is ready for a wireless company that really puts customers first."

"Our company would not have made the significant investment in this city if it didn't believe St. Louis is a great place to do business," he added.

"On behalf of St. Louis County and its residents, I want to thank U.S. Cellular for becoming involved in the community through event sponsorships, advertising dollars and economic development," said County Executive Dooley. "U.S. Cellular's major sponsorships help ensure that county residents can continue to enjoy outdoor entertainment and sporting events in a family-friendly atmosphere."

U.S. Cellular has opened 20 retail stores and 30 agent locations throughout greater St. Louis and plans to open at least two additional retail stores and four agent locations before the end of the year.

As the nation's seventh-largest wireless company, U.S. Cellular operates on a total customer satisfaction strategy that emphasizes industry-leading customer service and support and a wide range of competitively priced products and services over a highly reliable network. Recent data from the Federal Communications Commission indicates U.S. Cellular has the fewest number of customer complaints per million customers of any company in the industry.

U.S. Cellular also will be an active community partner in St. Louis. Through its charitable giving program, U.S. Cellular awarded nearly \$2 million in charitable funds to non-profit organizations across its markets in 2004, and raised more than \$1 million through a company-wide United Way campaign. The company's charitable giving focuses on disadvantaged youth, families and seniors.

Throughout Missouri, U.S. Cellular now provides wireless service in and between St. Louis, Columbia, Jefferson City, Moberly, Hannibal, Branson, West Plains, Joplin and St. Joseph. In addition to St. Louis, the company operates 11 retail stores and 69 agent locations and employs 121 associates.

Chicago-based U.S. Cellular Corporation (AMEX: USM) is a multi-regional wireless company, serving more than 5.2 million customers in 149 markets in 25 states. With 2004 service revenues of \$2.64 billion, U.S. Cellular maintains one of the industry's highest levels of customer satisfaction by emphasizing customer support, quality network coverage and a comprehensive range of wireless products and services. The company is an active corporate citizen through charitable contributions, award-winning community relations

programs and associate volunteer activities.

[Click here to view plans.](#)

For more information, contact:

Kim Furlow or Hilari Struttman, PR Counsel
Cushman/Amberg Communications
Ofc: (314) 725-6400 or Cell: (314) 482-4750

Matthew Tiefenbrun
Communications Manager, U.S. Cellular Corp.
Ofc: (773) 399-8873 or Cell: (773) 392-7801



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