

News Release
For immediate release



**Cellcom and Verizon Wireless Partner
to Build 4G Network in Rural Wisconsin**

Green Bay, WI (January 6, 2011) – Cellcom, a Wisconsin-based wireless provider, announced today that the company has signed an agreement with Verizon Wireless as part of the LTE in Rural America program. Through this partnership, Cellcom and Verizon Wireless will build a 4G network in Cellcom’s services areas and customers of both carriers will benefit from the high-speed, fourth-generation long-term evolution services. Cellcom is the fourth carrier in the nation to announce its participation in the LTE in Rural America program, which launched June 1, 2010.

“We pride ourselves on always being on the leading edge,” said Patrick D. Riordan, president and CEO of Cellcom. “This partnership will allow Cellcom to once again deliver the same technology that is offered in major metropolitan areas to residents of Northeast and Central Wisconsin and select areas of Michigan’s Upper Peninsula.”

The collaboration ensures that communities throughout Cellcom’s footprint will have access to an optimized user experience, and will also address future needs. “The LTE rollout will prepare us for products, services and features that don’t exist today,” Riordan said. “As technology continues to evolve, we will be in a prime position to bring this innovation to our customers. We are extremely proud of this new opportunity to enhance our 4G strategy and bring LTE to rural Wisconsin while maintaining our commitment to superior customer care.”

Cellcom anticipates launching the 4G LTE network in the first quarter of 2012.

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Cellcom’s renowned network is customized to their rural markets and customers. Cellcom is a sister company of Nsight Telservices and a subsidiary of Nsight, a provider of national communications services with more than 70 retail and agent locations throughout Wisconsin and Michigan. For more information visit www.cellcom.com.

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Nsight is the parent company of Cellcom and Nsight Telservices