



March 31, 2004

To Our Valued Customer:

At U.S. Cellular, our number one priority is to provide the very best in customer satisfaction. I appreciate this opportunity to address your concerns.

U.S. Cellular frequently updates its coverage maps, which are available at our retail stores and on our Web site. All of our sales associates are well trained and updated on our coverage maps and service areas and are required to provide detailed information to the customer at point of sale. Of course, as with any wireless phone or radio frequency device, many factors will affect the quality of signal, such as terrain, in-building construction and even foliage on trees. U.S. Cellular constantly drive tests our systems and uses valuable customer input to improve network coverage. We are committed to ensuring high-quality coverage and crystal-clear call clarity for all of our customers.

Concerning early termination fees, U.S. Cellular charges a \$150.00 early termination fee, which is consistent with or lower than many carriers throughout the wireless industry. At this time, U.S. Cellular has no plans to change this policy. In addition, all new U.S. Cellular customers have a risk free test period of 15 days, which allows the customer an opportunity to test our service and network without penalty.

Finally, U.S. Cellular does have a "lock down" on handsets and employs a policy to not activate another carrier's phone upon request for U.S. Cellular service. The reason for this is our testing standards are significantly more stringent than many of the carriers in the industry and we feel that a customer choosing U.S. Cellular should begin their experience with a phone that meets our high standards as opposed to those of other carriers.

U.S. Cellular is committed to our customers and is dedicated to providing the highest level of customer service and support in the wireless industry. We will continue to do our best to provide you with the superior products, services and customer support that you deserve. Please let us know if we can be of further assistance. U.S. Cellular associates at our Customer Care Center are available to answer any questions or concerns you may have, and may be reached at 888-944-9400.

Thank you.

—Sincerely,

John E. Rooney
U.S. Cellular
President and CEO