



FOR IMMEDIATE RELEASE:

**U.S. CELLULAR PARTNERS WITH THE CITY OF ASHEVILLE
TO UPGRADE ASHEVILLE CIVIC CENTER**

Regional events facility will be renamed the U.S. Cellular Center

ASHEVILLE, N.C. (Nov. 10, 2011) – U.S. Cellular (NYSE: USM) and the City of Asheville announced today that the wireless carrier will make a significant investment in the Asheville Civic Center, which will be renamed the U.S. Cellular Center. The facility is in the heart of downtown Asheville’s arts and entertainment area.

The funding will support a number of improvements that are underway with initial funding by the City of Asheville and the Buncombe County Tourism Development Authority Product Development grant. The major improvements will elevate the fan experience at the U.S. Cellular Center, including a new state-of-the-art sound system, redesign of the concession area to accommodate a food court that offers more choices for attendees, plus new TV monitors, better lighting and acoustics on the concourse level.

"The U.S. Cellular Center is a great venue to bring friends and families together," said Jack Brundige, director of sales for U.S. Cellular in western North Carolina. "For almost 25 years we've been serving our customers in the Asheville area, and our commitment to our communities is just one of the many reasons U.S. Cellular has the happiest customers in wireless."

The enhancements will also make the U.S. Cellular Center a more attractive destination for top musical acts, performing arts and sporting events, with upgraded arena lighting that meets the standards of national TV outlets like ESPN.

"This investment will allow us to bring in even more dynamic talent, exciting events and fans to the city," said Asheville Mayor Terry Bellamy. "We're delighted about the potential economic and cultural benefits this additional partnership will bring to our city and look forward to many great experiences at the new U.S. Cellular Center."

A long standing goal of the Civic Center Commission and the City of Asheville has been to seek out partnerships that support the renovation of the venue. The final action in the U.S. Cellular partnership is for City Council to receive public comment and vote on the licensing agreement at the next formal Council meeting scheduled for Nov. 22.

"Attendees at the U.S. Cellular Center can stay connected to their friends and family members during an event, update their status on their favorite social media sites or show off their great seats with a picture message on U.S. Cellular's high-speed nationwide network, which has the highest call quality and network satisfaction of any carrier," said Brundige.

About U.S. Cellular

U.S. Cellular rewards its customers with unmatched benefits and industry-leading innovations designed to elevate the customer experience. The Chicago-based carrier has a strong line-up of cutting-edge devices that are all backed by its high-speed nationwide network that has the highest call quality of any national carrier. U.S. Cellular was named a J.D. Power and Associates 2011 Customer Service Champion and received PC Magazine's 2011 Readers' Choice Award. To learn more about U.S. Cellular, visit one of its retail stores or uscellular.com. To get the latest news, promos and videos, connect with U.S. Cellular on [Facebook.com/uscellular](https://www.facebook.com/uscellular), [Twitter.com/uscellular](https://twitter.com/uscellular) and [YouTube.com/uscellularcorp](https://www.youtube.com/uscellularcorp).

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