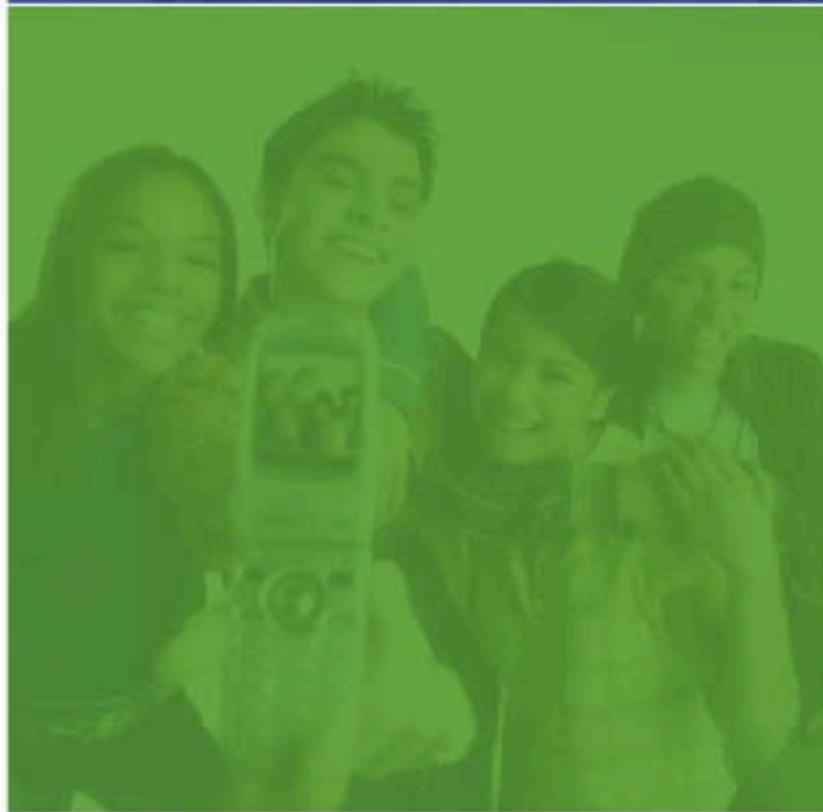


Recruitment.
Retention.
Community.
Markets.



Connecting with Diversity & Inclusion





From the Desk of the President and CEO

Welcome! And thank you for your interest in U.S. Cellular. As one of the nation's leading wireless carriers, we are dedicated to providing superior customer satisfaction by working hard to understand the needs of our customers. In fact, our entire business strategy focuses on increasing customer satisfaction, delivering excellent customer service and offering customers great products and services, while providing the best tools and training for our associates and generating profitable growth for our investors.

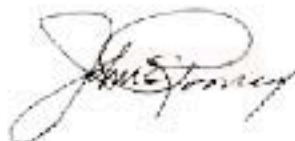
Thanks to our customer-focused business philosophy, we enjoy one of the highest customer retention rates in the industry. Our customers stay with us longer and we keep adding more and more customers every day.

Our success would not be possible without our associates' commitment. We've focused on creating a culture that demands and rewards teamwork and excellence among associates. This approach empowers our frontline associates with all the necessary talent, training and tools to provide the customer with the very best experience possible.

In addition, U.S. Cellular is dedicated to the communities we serve. It is our goal to serve as responsible corporate citizen through charitable donations, sponsorships, community relations programs, associate volunteer programs and a successful company wide United Way campaign.

We realize the importance of community involvement and have made it one of our top priorities.

Thank you for your interest in our company and we hope you will consider us for future career and professional opportunities. We pledge to you that you will not find another wireless company as dedicated to the customer as U.S. Cellular. Customers expect it – and we deliver!



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



As one of the wireless industry's pioneers, Chicago-based US Cellular has seen it all from day one-literally. Founded in 1983, the company's original CEO and president was present for the industry's first consumer wireless phone call in October of that year. And while the players and playing field have changed dramatically over the past 20 years, US Cellular has remained a constant-one of the industry's longest sustained brands.

Sine 1983, wireless phones have evolved from a toy for the wealthy and business professionals to a must-have accessory for more than 50 percent of the US population. The wireless phone has become such a hot item that by 2005, 65 percent of teenagers will own one, which was unimaginable in 1983. During this time of change US Cellular has become the nation's seventh largest wireless service provider-and the second largest regional player-with more than 5.2 million customers in 149 markets, throughout 25 states. US Cellular's executives attribute this growth to the company's customer satisfaction philosophy, which focuses heavily on providing award-winning customer service. Nearly 99 percent of US Cellular customers stay with the company from month to month, giving it one of the best customer retention rates in the wireless industry.

In the beginning, US Cellular primarily served small and mid-sized cities. The company evolved to serve major metropolitan areas, such as Chicago, St. Louis, Milwaukee, Omaha, Oklahoma City and Portland, Maine. This expanded reach, combined with its customer's satisfaction strategy, has field company growth enabling the company to dominate small and large markets. In 2004, US Cellular reported a 9.2 percent increase in customers to more than 5.2 million. Additionally, the company enjoys superior customer retention, with an overall churn rate of 1.6 percent, lower than the industry average. Consistently strong performances like these have led analysts and investors alike to call US Cellular one of the most solid investments in the industry.

Over the past 20 years, US Cellular has continued to expand its product and service offerings to complement its customers' lifestyles with local, regional, and national service plans; Mobile messaging; easy edge data service; Talk Tracker prepaid service; Speed Talk; Voice Services; mobile to mobile dialing; and wireless office products. US Cellular also offers Directory Assistance Call Completion, Roadside Assistance and insurance for wireless phones. With the introduction of each of these services to ensure that they will impact US Cellular customers in a positive way. To support its products and services the company operates more

than 500 retail locations nationwide and state-of-the-art Customer Care Centers, located in Madison, Wis./ Waukesha, Wis; Cedar Rapids, Iowa; Tulsa, Okla.; Knoxville, and Bolingbrook, Ill.

US Cellular has successfully converted its entire network to CDMA 1XRTT digital technology, which added more network voice capacity, high speed data products and features, and expanded coverage areas. US Cellular also improved its coverage and call quality by building 840 cell sites in 2004 and continues to build additional wireless towers throughout its markets.

In addition to being a leader in the wireless industry, US Cellular is committed to being a responsible corporate citizen in the communities it serves. The company offers a variety of charitable contributions, award winning community programs and associate volunteer activities.

As an elder statesman in one of the world's fastest paced industries, US Cellular looks forward to what the next 20 years hold. And during that time, the company will continue to do what it does best-provide superior customer satisfaction and customer service-to differentiate itself from the competition. After all, US Cellular played a large role in the industry's beginnings, and is ready to play an even larger role in its future.

U.S. Cellular is committed to associate excellence and customer satisfaction through the core values and behaviors of the Dynamic Organization. These values are:

Ethics Customer Satisfaction Pride Empowerment Respect Diversity




The Dynamic Organization business model is based on leadership effectiveness that yields associate satisfaction, in turn providing customer satisfaction which leads to profitable growth.

Diversity & Inclusion are the key elements for creating an environment of respect and ethics for our customers and associates. Through the Dynamic Organization model, Diversity & Inclusion is weaved throughout the business operation in the areas of recruitment, retention, community alliances and market opportunities/ partnerships.

Holistic Strategy





5.1 million customers 148 markets 25 states




Recruitment:

At U.S. Cellular®, we are committed to serving all customers in each of our communities. To provide excellent service, it is critical that our associates mirror, support and understand the unique requirements of their customers.

That's how we've become a super-regional wireless company, serving more than 5.1 million customers in 148 markets throughout 25 states. It's time to learn more about our Dynamic Organization, and how you can join us and become part of it.

Our Diversity Recruitment strategy is built on the foundation of partnerships. Through relationships with various affinity organizations representing a multitude of demographics, we are poised to source and hire the best and the brightest in the fields of sales, sales management, engineering, information services and customer service.

The values and behaviors of our Dynamic Organization attract a diverse and highly talented labor pool of associates and future leaders. Our inclusive environment ensures that all associates are respected, valued and given the opportunity to excel and be rewarded.

A photograph of four business professionals in a line, all wearing dark suits and white shirts. From left to right: a woman with red hair looking towards the camera, a woman with blonde hair looking down at a smartphone, a man with a shaved head looking down at a smartphone, and a man with brown hair talking on a mobile phone. A dark red banner with white text is overlaid across the middle of the image.

We pride ourselves in attracting associates
but more so retaining associates.



Retention:

At U.S. Cellular®, we place a high priority on retaining, developing and rewarding our associates who we regard as the key to our business success. Our associates are at the center of our Dynamic Organization business model, which fuels a spirit of servant leadership throughout the organization.

We pride ourselves in attracting associates but more so retaining associates. Our learning and development curriculum is focused on preparing customer facing associates with a holistic understanding of the business along with specific tools to reach standards of excellence in product sales, service and delivery.

Inclusion councils are integrated into our retention model by engaging all associates in the opportunity to support recruitment activity and community volunteerism. Each associate who participates on the council is empowered to make recommendations, lead change efforts and represent U.S. Cellular® as a Diversity & Inclusion Champion.

If you are interested in career opportunities with U. S. please visit us at www.uscc.com.



Supporting under represented communities
with a “hands on” approach...



Community:

The Inclusion Councils are chartered with designing a company-wide community volunteerism effort. The focus of our efforts will be to support under represented communities with a “hands on” approach. Partnering with local community leaders and affinity organizations, provides us with a powerful formula for contributing to visible change.

Charitable contributions are critical; however, teaching, mentoring and sponsoring local and enterprise wide community efforts, via volunteerism, establishes a foundation of on-going partnership and full associate engagement.

Our associates are encouraged and rewarded for their commitment to giving back!



We simply take the ordinary and make it extraordinary!



Markets:

U.S. Cellular®'s Diversity & Inclusion initiative focuses on two critical areas in the wireless marketplace: supplier diversity and emerging markets.

Supplier Diversity

We are committed to developing strategic partnerships with minority and/or women owned firms in order to create financial relationships that are mutually beneficial.

Our specific objectives are the following:

- Provide qualified diverse suppliers with equal access to U.S. Cellular®'s opportunities
- Reach and exceed supplier diversity spend target for 2006 and beyond by awarding business to the best suppliers
- Build external community relationships with established small business owners

Emerging Markets

We are in the process of identifying emerging markets and partners in under represented communities that support our commitment to drive the Dynamic Organization, lead standards of excellence in the telecom industry, create social and financial access and yield profitability.

Consistent with our strategic goal of growth and profitability, U.S. Cellular® is constantly seeking agents that are aligned with our customer service philosophy. By identifying minority and/or women agents for store ownership, we are reinvesting in the communities in which we do business.



Connecting with Diversity & Inclusion

U.S. Cellular is committed to Diversity and Inclusion through the core values and behaviors of the Dynamic Organization. Respect for our associates and customers creates an environment motivated by ethics, empowerment and business performance.

