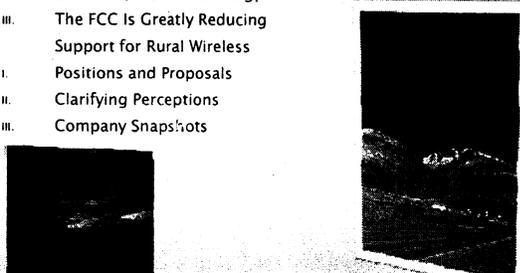
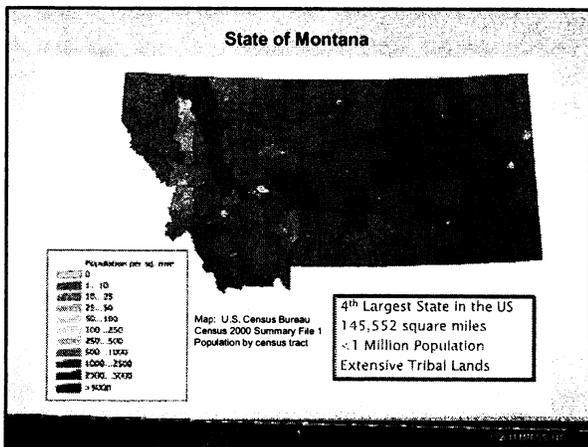


Agenda

- I. Cellular One Service Ethic
- II. Cellular One Service Philosophy and Marketing, Network Overview, Network Strategy
- III. The FCC Is Greatly Reducing Support for Rural Wireless
 - I. Positions and Proposals
 - II. Clarifying Perceptions
 - III. Company Snapshots





Energy & Telecommunications Committee
November 17, 2011

CELLULARONE

CellularOne Service Ethic

- Market Position**
 - › Strong market position and focus everywhere we operate
 - › Customer-friendly independent operator
- Market Presence**
 - › Quality products, service excellence, and community involvement
 - › Greater retail presence and accessibility
- Network Performance**
 - › Operate very high quality, reliable network
 - › Provide superior coverage
- Products and Services**
 - › "Guaranteed Savings over AT&T and Verizon"
 - › Strong handset line-up including Blackberry and Android
 - › Tailored local strategy including statewide calling plan offerings - large carriers only have nationwide plans
- Customer Service**
 - › Well trained, service-oriented customer care and sales staff - major differentiator

2

CELLULARONE

Service Philosophy and Marketing Examples

- › CellularOne service is tailored to the needs and preferences of the markets we serve
 - Great Value
 - Exceptional Service
 - Trusted Advice
 - Local People

At Our 10 Montana Stores, We Attend to Our Customers' Needs Every Day. Larger Companies Have Fewer Stores.



CELLULARONE 

Montana 6 7 0 0 0

2

CELLULARONE

Network Overview

Sites and Spectrum

- › Hundreds of Montana cell sites; almost doubled within the last six years. Cellular One has shown its commitment to coverage in Montana by working hard and achieving excellent results.
- › Primary Engineering Office in Missoula
- › Spectrum Utilized -1900 MHz

Coverage and Reliability

- › Cellular One provides wireless service to extensive areas of the Blackfeet Indian Reservation, the Flathead Confederated Reservation, and portions of the Northern Cheyenne and Crow Reservations.
- › Unique coverage in all markets. Cellular One was the first carrier to cover Bynum, Pendroy, Avon, Joliet, Lavina, and other rural areas.
- › Exceptional reliability.
- › Technicians and Engineering Management in all markets.




2

CELLULARONE

Support is Essential to Expand Competitive Wireless in Rural Areas.

- **Real World Costs.** Constructing and operating hundreds of cell sites takes significant investment: switching center equipment, software, manufacturers' services and support, cell site transmitters, repeaters, microwave backhaul or fiber, associated software, services, support, construction, rents, utilities, etc. These are the actual costs of running a wireless network.
- **Benefit to Montana.** Cellular One serves many tribal lands residents and low income customers who could not receive communications without support, in addition to many other individuals and businesses that depend upon rural cellular.
- **Detriment of the Alternative.** Leaving customers with fewer options for wireless service would impair prices, customer service quality, and coverage.

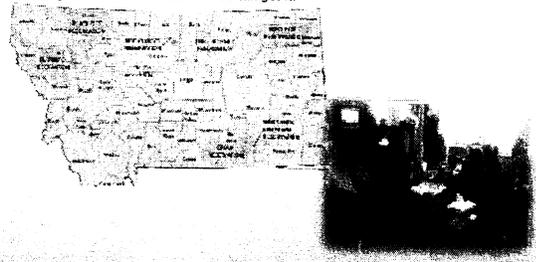
"The history of competition in the mobile wireless market suggests that the entry of additional providers has resulted in consumers paying less, receiving new features and better handsets, and enjoying higher quality service."

- Department of Justice, *Ex parte, In the Matter of Economic Issues in Broadband Competition*, GN Docket No. 09-51 (January 4, 2010).

CELLULARONE

Tribal Lands Need Continued Expansion of Coverage.

Tribal lands residents and tribal members living off reservation need and deserve continued wireless communications from carriers that have served tribal communities with commitment. The FCC should reconsider its allocation of funding so that all who need service can get it.



CELLULARONE

The FCC should provide for more than one wireless broadband company per area, to sufficiently accommodate consumer needs.

- American citizens need more cellular service. Regional carriers provide good value, local employment, and service tailored to local needs.

"Healthy competition produces greater innovation and investment, lower prices, and better service."

- FCC Chairman Genachowski, March 22, 2011



CELLULARONE

Solutions

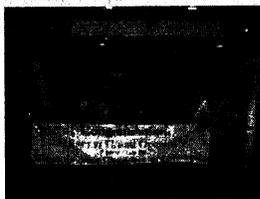
- **Oppose the FCC Plan.** Submit comments specifically emphasizing the need for rural wireless in Montana. In vast areas where an unsupported carrier may have a few sites or lines, support is necessary in order to provide continuous coverage as well as the service options, customer care, and affordable pricing that are available when competition exists. Support should be awarded based upon the cost of providing service in an area, not based upon auctions which are susceptible to manipulation.
- **Adopt Alternative Plans to Extend Coverage.** Taxes, fees and other items can be modified to make coverage of rural areas economically feasible.
- **Work with the Public Service Commission and the FCC** to reduce transport costs. Charges for fiber and microwave backhaul are exorbitant, and it would be helpful to ensure that charges are cost-based and neutral, not lower for particular companies or volume.

CELLULARONE

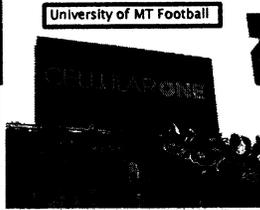
CELLULARONE®

Company Snapshots

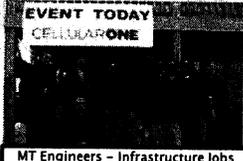
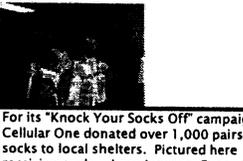
CELLULARONE



American jobs - local employees meeting local needs

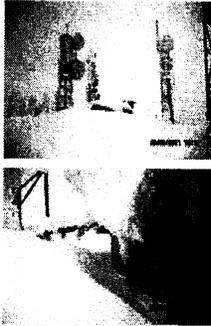


University of MT Football

 <p>We live in the communities we serve</p>	 <p>EVENT TODAY CELLULAR ONE</p> <p>MT Engineers – Infrastructure Jobs</p>
 <p>Volunteering – NamiWalks Team MT – 2010</p>	 <p>For its "Knock Your Socks Off" campaign, Cellular One donated over 1,000 pairs of socks to local shelters. Pictured here receiving socks: Lana Janssen, Executive Director of The Women's & Family Shelter</p>

	
	
<p>Routine preventive maintenance: field engineers snowmobile to replace BB2F (transmitter controller card). Whitefish – Kalispell BTA. Elevation: 4,166 feet.</p>	

CELLULAR ONE

	
---	---

CELLULARONE



Going the extra mile to provide reliable service



Our engineers navigate using not only maps, but also - since landmarks are often covered in snow, as with this half-buried signpost - using stars and compasses.

CELLULARONE



Central Montana, South of Great Falls

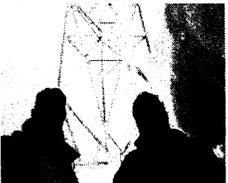


Cellular One engineers snowshoe to "Hightop" cell site
Elevation: 6,629 feet

CELLULARONE



Field Engineer hiking to a cell site southwest of Great Falls
Elevation: 4,688 feet



Engineers maintaining another Kallspell site
Elevation: 6,800 feet
