

FOR IMMEDIATE RELEASE



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Cellular One Donated Over 1000 Pairs of Socks to Montana Shelters

Billings, MT –April 28, 2008 – Cellular One recently completed an advertising campaign entitled “Service That Will Knock Your Socks Off” that began on March 30, 2008 and ran through April 26. The campaign was supported through television ads, radio, newspaper and billboards.

As part of the “Knock Your Socks Off” campaign, **Cellular One donated over 1000 pairs of new socks to local shelters.** “We are grateful to Cellular One for their donation, and the socks will be put to good use” stated Lana Janssen, Executive Director of The Women’s & Family Shelter of the Montana Rescue Mission. Ms. Wood went on to say “We strive to provide temporary shelter, emergencies services and opportunities for Homeless Families in the Yellowstone County Area.”

The Women’s & Family Shelter provided basic services such as meals, beds, counseling, and laundry to individuals in need. During the period of October 2006 until March 2007, The Women’s & Family Shelter served more than 18,700 meals, and provided 11,000 warm safe places to sleep.

Cellular One also encouraged customers to donate the much needed new pairs of socks when they visited the retail stores and Cellular One waived their activation fee.

“Our marketing campaign is a way of showing our commitment to provide “**Service That Will Knock Your Socks Off**” stated Jonathan Foxman, President and CEO of Cellular One. “The sock donation was just another way of showing our commitment to the community.”

Cellular One offers exceptional coverage in Billings, and surrounding areas in Montana, and across the nation, with national calling plans that include national Nights and Weekends. For more information please contact Cellular One at 1-877-424-4666 or visit us online at www.cellonenation.com.

Photo Attached

Lana Janssen, Executive Director of The Women’s & Family Shelter and Debbie Sundberg, Cellular One Market Manager

