

FOR IMMEDIATE RELEASE



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Cellular One Donates Over 1000 Pairs of Socks to Montana Shelters

Great Falls, MT -April 21, 2008 - Cellular One kicked off a new advertising campaign entitled "Service That Will Knock Your Socks Off" on March 30, 2008. The campaign is supported through television ads, radio, newspaper and billboards.

As part of the "Knock Your Socks Off" campaign, **Cellular One is donating over 1000 pairs of new socks to local shelters.**

"We are very grateful to Cellular One for their donation," stated Jill Martinez, Executive Director of The YWCA Domestic Violence Assistance Center of Great Falls. "Many times women and children come to us fleeing violent homes with just the clothes on their backs. The socks will go directly to help these people in need,"

Services provided by the YWCA of Great Falls include 24/7 crisis hotline and shelter, transitional housing, supervised visitation, girl's and women's leadership programs as well as extensive community outreach and education.

Cellular One is also encouraging customers to donate the much needed new pairs of socks when they visit the retail stores and Cellular One will waive their activation fee now through April 26.

"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 is just another way of showing our commitment to the community."

Cellular One offers exceptional coverage in Great Falls, 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.cellonation.com.