

FOR IMMEDIATE RELEASE



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Cellular One Donates Over 1000 Pairs of Socks to Montana Shelters

Helena, MT –April 23, 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.** “Victims come to our shelter many times with only the clothes on their backs. **We are very excited to receive this donation and to receive the added awareness thought Cellular One’s campaign,**” stated Holly Kaleczyc, Executive Director of The Friendship Center.

During 2007, the Friendship Center served more than 1,046 victims of domestic and sexual violence and their children by providing safe shelter and a broad range of support services. These services include a 24/7 crisis hotline, a legal advocacy program, rape crisis program, comprehensive children’s program and individual therapy, and 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 Helena, 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.