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## Cellular One Donates Over 1000 Pairs of Socks to Montana Shelters

Kalispell, 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 so grateful to Cellular One for their donation,” stated Chris Krager, Director of the Samaritan House. “The socks will go directly to the people in our shelter.”

The Samaritan House is the only homeless shelter in a five county radius. During 2007, the Samaritan House turned away 545 people due to the unavailability of beds. The Samaritan House provides 40 beds at no charge in addition to 45 transitional apartments providing those in need with the opportunity to get back on their feet.

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 Kalispell, 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.celloneration.com](http://www.celloneration.com).

### PHOTO ATTACHED

Chris Krager, Director Samaritan House and CellOne Market Manager, Andy Murphy

