

## About U.S. Cellular

Chicago-based U.S. Cellular, the eighth-largest wireless service provider in the United States, operates and invests in wireless systems across the country. At year-end 2003, the company employed 6,225 associates, who served 4.4 million customers in 147 markets in 26 states.

U.S. Cellular operates on a customer satisfaction strategy, meeting customer needs by providing a comprehensive range of wireless products and services, superior customer support and a high-quality network.

The company's common shares are traded on the American Stock Exchange under the symbol USM. U.S. Cellular is a business unit of Telephone and Data Systems, Inc., which owns 82.1 percent of the company and is traded on the American Stock Exchange under the symbol TDS.

2003 was a milestone year for U.S. Cellular and the wireless industry. Twenty years earlier, in 1983, the first cellular network and first commercial portable phone debuted, as did U.S. Cellular. All of these events happened in the company's hometown of Chicago, which U.S. Cellular began serving in 2002.

# We proudly deliver the best in customer satisfaction.