

Lifeline and Link up Advertising/Outreach Efforts
Wireless Alliance, L.L.C.
January 1-December 31, 2007

Newspaper	Distribution Area	Run Date
Sioux Falls Argus Leader * see attached exhibit for sample	Minnehaha, Lincoln	May 07 and Sept 07
Posters Lifeline/Link Up posters * see attached exhibit for sample	At all retail locations	Updated May 07 and Sept 07
Unicef Website	www.Unicef.com	
USAC Website	www.universal service.org	
Bill Messages * see attached	All RCC customers	May 07 and Oct 07
Additional Outreach Efforts Mailed posters and cover letters to various social service offices and agencies: Lincoln Co. Public Health Alliance Minnehaha Co. Public Health Alliance TANF Lutheran Social Svcs. of SD	Canton Sioux Falls Sioux Falls Sioux Falls	December 07

UNICEL

Unicel lets you stay connected for less!

Unicel participates in the Lifeline/Link-Up Telecommunications Assistance program, offering discounted wireless service plans to qualified low-income individuals.

50%
OFF
activation fee

\$8²⁵
monthly credit

You may be eligible if you're enrolled in:

- Food Stamps
- Low Income Home Energy Assistance Programs (LIHEAP)
- Medicaid
- Federal Public Housing Assistance (Section 8)
- Supplemental Security Income (SSI)
- National School Lunch Program's free lunch program
- Temporary Assistance for Needy Families
- Total Income is at or below 135% of the Federally Recognized Poverty Guidelines

Individuals who live on a federally recognized reservation may qualify for additional tribal Lifeline benefits if they receive assistance from one of the following programs:

- Bureau of Indian Affairs General Assistance
- Tribally Administered Temporary Assistance for Needy Families
- Head Start Program (income eligible)
- Tribal National School Free Lunch Program

Toll Blocking: Available free of charge. Toll blocking restricts the ability to make a long distance and roaming phone call. Unicel will not collect a service deposit if eligible consumers elect toll blocking.

Visit your local Unicel retail store for more information.

1-800-GO CELLULAR [462-3558] WWW.UNICEL.COM

Offer is subject to terms of wireless service agreement, Data Services Terms and Conditions and calling plan details. \$30 activation fee applies to each line. Credit check and security deposit/first month's advance payment may be required if customer elects toll capability or optional features with service. Federal, state and local taxes and surcharges apply. Digital features and service are not available in all areas and may vary due to atmospheric, topographical and other conditions. Requires use of approved wireless handset. Must meet applicable legal age requirements, present valid ID and have user address within Unicel's South Dakota home coverage area. Other restrictions apply. See store for details.

UNICEL USE #65

STAY CONNECTED FOR LESS!

Unicel participates in the Lifeline/Link Up Telecommunication Assistance Program offering discounted wireless service plans to qualified low-income individuals.

How Do I Determine if I am Eligible?

If you are currently receiving: Food Stamps, Low Income Home Energy Assistance Programs (LIHEAP), Medicaid, Federal Public Housing Assistance (Section 8), Supplemental Security Income (SSI), National School Lunch Program's free lunch program, Temporary Assistance for Needy Families, or your household income is at or below 135% of the Federally Recognized Poverty Guidelines.

Individuals who live on a federally recognized reservation may qualify for additional tribal Lifeline benefits if they receive assistance from one of the following programs: Bureau of Indian Affairs General Assistance, Tribally Administered Temporary Assistance for Needy Families, Head Start Programs (income eligible), or Tribal National School Free Lunch Program.

What Credits are Available?

Lifeline will provide credits of \$8.25/month. Link Up will provide a one-time credit of 50% off your service activation fee. Additional credits may be available for qualified consumers living on federally recognized reservations.

Toll Blocking

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Visit your local Unicel retail store for more information.



Unicel is a service of Rural Cellular Corporation. Offer subject to terms of wireless service agreement and calling plan details. Additional charges will be included for each line of service to help Unicel defray its costs of complying with federal and state regulatory obligations, as follows: 2.907% USF charge (8.9% USF charge for international calls), 4.15% SD Gross Receipts Fee, additional cost recovery fees of \$1.16 and, if roaming charges are incurred, roaming taxes as passed on by our roaming partners and a \$2.00 roamer administration charge for roaming outside the calling plan area. These charges are not taxes or government-required charges. Service activation requires \$30 one-time activation fee; credit check and security deposit may be required if you elect toll capability or optional features with service. On toll-restricted plans, long distance calls and calls other than 911 calls cannot be made or received outside of Unicel's Network. Digital features and service not available in all areas and may vary due to atmospheric, topographical and other conditions. Federal, state and local taxes and surcharges apply. Requires use of approved wireless handset. Must be at least 18 years old with positive ID and have user address in Unicel's home area. Other restrictions apply. See store for details.

May 2007 bill cycles
October 2007 bill cycles

SOUTH DAKOTA (including PCS):

Unicel is a provider of Lifeline and Link Up benefits in South Dakota. Lifeline provides credits of \$8.25 a month to income-qualified individuals on their telephone bill. Additional credits are available for qualified individuals living on federally recognized tribal reservations. You may be eligible if you participate in any of the following programs: Food Stamps, Low Income Home Energy Assistance Program (LIHEAP), Medicaid, Federal Public Housing Assistance (Section 8), Supplemental Security Income, Temporary Assistance for Needy Families, National School Free Lunch Program (NSL), Head Start, Tribally administered Temporary Assistance for Needy Families (TANF), Tribal National School Free Lunch Program, BIA General Assistance, or if your income is at or below 135% of the Federal Poverty Level. For more information or to sign up for Lifeline and Link Up, call 1-800-GO-CELLULAR or visit one of our retail locations.