

Connections

THE **belief** PROJECTSM


The Newsletter for U.S. Cellular[®] Customers.

Get More from Your Plan.

National coverage. Built-in value. Easy to understand.
It's simple to switch to a new Belief Plan — and smart.

You talk. You text. You get e-mail when you're on the go. And when you need a break in your busy day, you send a few pix or jump on Facebook.

So when you told us you want a wireless plan to do it all, we built our Belief Plans.

▪ **All Belief Plans are national.** Enjoy our Nationwide 3G Network with no roaming or long distance charges.

▪ **The choice is yours.** Choose from six Single Line Plans and six Family Plans. Family Plans include up to six lines!

▪ **Bundles for built-in value.** Belief Plans give you a bundle of minutes, messages and data. Get everything on one plan, for one price. For the very best value, check out plans with unlimited minutes, unlimited messaging and Data Plus.

▪ **All in the family.** Everyone in your family can check e-mail on the go, surf the Web and use GPS navigation. When you choose the Premium Plus Family Plan, each line enjoys Data Plus.

▪ **Switch to a Belief Plan.** If you're a U.S. Cellular[®] customer in the middle of a two-year contract, you can finish your remaining term on the Belief Plan of your choice.

Once you complete your existing contract, you'll never sign another — but you keep all the benefits of being a U.S. Cellular customer, including phone upgrades at promotional pricing.

At U.S. Cellular, we believe you'll stay with us because you want to, not because you have to.

Better. Believe It.

Enjoy all the extras when you switch to a Belief Plan:

Belief Rewards: Earn Belief Points every month when you switch to a new Belief Plan. Redeem them for earlier phone upgrades, Overage Forgiveness, new phones and accessories, ringtones and more.

No Contract After the First One: After your existing two-year contract, you'll never sign another — but you keep all the benefits of being a U.S. Cellular customer.

Phone Replacement: Our new Premium Plans include Phone Replacement in case of loss, theft or damage.

To learn more, visit uscellular.com/project



Have More Fun. Get More Done.

Check out these awesome Android™-powered phones.

We think the fun should start the minute you open the box. So just in time for the holiday season, we're stocking our stores with the newest Android™-powered phones.

These amazing phones run on the Android Operating System by Google, giving you speed and smarts in one sleek package.

Stop in soon to see our full array of Android-powered phones — with more new models coming soon.

Beauty and Brilliance.

Our lineup includes this year's hottest phone — the Samsung Mesmerize™ a Galaxy S™ phone.

- Its screen is bright, big and beautiful, thanks to Super AMOLED™ technology.
- Amazing Swype® technology makes it fun and fast to input text. Simply trace a path on the virtual keyboard to spell a word — it's that easy.

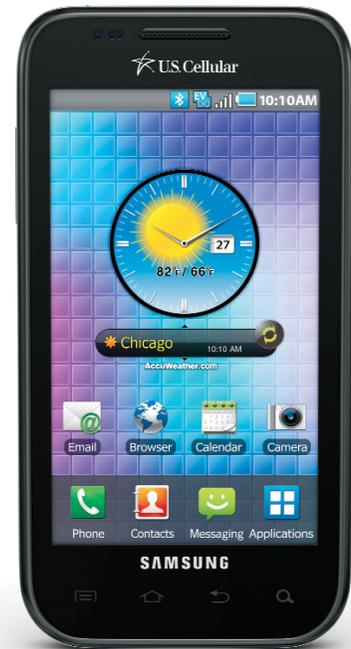
Make It Your Own.

The HTC Desire™ has been hugely popular since it arrived in our stores.

- Multiple home screens make it easy to customize this phone — put apps and shortcuts where you want them.
- Friend Stream displays updates from your social networking sites in a single, convenient stream.

Apps Galore and More.

- Google apps are pre-loaded on Android-powered phones — including Gmail™, YouTube™, maps, calendar, search and more.
- Download more of your favorite apps from Google's Android™ Market. More than 70,000 apps are available, and many are free!
- Your Navigator Deluxe is pre-loaded. With this handy app, you get voice turn-by-turn directions and more.



Samsung Mesmerize™

Android-powered phones require a \$30 Data Plan, which is already included on the Premium Plus and Essential Plus Plans.

For Real? Believe It.



We created The Belief ProjectSM to give you a better wireless experience. No hidden agenda... no gotcha... no surprises. But in case you're wondering:

Q: So what's the catch?

No catch. We're committed to being the wireless carrier you want to keep. So we created The Belief ProjectSM to give you valuable customer benefits like Belief Rewards, Overage Cap, a discount for paperless billing with automatic payment and more.

Q: Can I keep my current plan?

If it works for you, it works for us. Stay on your current plan as long as you like. But when you check out our Belief Plans, we think you'll be impressed by the value. If you choose to keep your current plan, we're not able to offer you Belief Rewards or other benefits of The Belief Project.

Q: You say "no contract" after the first one. With no contract, will I pay more for a phone upgrade?

After your existing two-year contract, you'll never sign another. But you keep all the benefits of being a U.S. Cellular® customer, including phone upgrades at promotional pricing.

Q: How can I find out more?

Visit us at uscellular.com/project for more information about Belief Plans, Belief Rewards and all the customer benefits of The Belief Project.

You can also reach us at 1-888-944-9400. Or simply dial 611 from your U.S. Cellular phone, always a free call.