



FOR IMMEDIATE RELEASE  
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### **Cell One Sites Enhance Service In Toledo, West Liberty, Dundas**

Service for Cellular One customers in the Toledo and West Liberty/Dundas areas has been enhanced with the completion of two new cellular sites.

The 350-foot tower just northwest of Toledo is serving customers in Toledo and the surrounding areas.

The 350-foot tower just east of West Liberty serves the West Liberty, Dundas and surrounding areas, enhancing service as far as Ste. Marie.

These two cellular sites represent the first of a series Cellular One is planning throughout its service 11-county service area in the next few years, according to Cassy Carter, CEO/GM of Cellular One of East Central Illinois. The company has initiated an investment of over \$2 million to enhance service for area customers.

“Cellular One is making this major financial commitment to ensure that we will continue to provide the highest quality service to our customers,” according to Carter. “This is the beginning of an aggressive tower build-out plan to fill in our coverage in less populated areas.”

Currently seven other sites are under construction or nearing construction, with sites in Palestine and Annapolis expected to be on line soon, as well. Additional sites are planned in the next two years.

The timeframe for completion of each project is dependent upon numerous government agency approvals, construction schedules, and weather issues, according to Brad McBride, Cellular One Engineering Manager. He reports the Cellular One is working with tower leasing company for the construction of the towers.

The Toledo, West Liberty, Palestine and Annapolis sites are partially funded with dollars available to Cellular One as an Eligible Telecommunications Carrier (ETC), Carter said.

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## **Cellular One towers**

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Federal ETC funding is available to help improve telecommunications services in rural areas of the country. The ETC program is funded through the Universal Service Fund fees assessed on all service providers' phone bills, for both cellular and landline service.

Cellular One went through an extensive, multi-year application process to receive ETC designation to bring those dollars back to East Central Illinois, Carter said. She added that not only are dollars spent for the cell site construction and leasing, the towers will result in additional revenues for the cities and counties in which they are located via property taxes and additional telecommunications excise tax receipts.

Cellular One is the only privately-owned, locally-operated wireless service provider in East Central Illinois. The company initiated service in 1991 and serves residents in Clark, Clay, Coles, Crawford, Cumberland, Douglas, Edgar, Jasper, Lawrence, Richland and Vermilion counties.

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