



FOR IMMEDIATE RELEASE
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Over \$2 Million in Tower Investments To Enhance Area Cellular One Service

Cellular One has initiated an investment of over \$2 million for new cellular towers to enhance service for area customers.

New sites are planned in the Hutsonville, Annapolis, Palestine, Dundas and Toledo areas. The timeframe for completion of each project is dependent upon government agency permit approvals, construction schedules, and weather issues.

“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 Cassy Carter, CEO/GM of Cellular One of East Central Illinois.

The Hutsonville site is under construction now, with completion expected by the end of the year, Engineering Manager Brad McBride reported. “Though new towers are being constructed to the north and south of Hutsonville in addition to towers now serving the Robinson area, the terrain of the Hutsonville area required the additional site to meet our company’s standards for quality of coverage,” McBride said.

Land lease agreements have been completed for the Annapolis, Palestine, Dundas and Toledo area sites. Applications have been submitted for approval by the Federal Aviation Administration. The sites also must be cleared through the Illinois Historical Commission. Cellular One is working with a tower leasing company for the construction of those four sites, McBride said.

Cellular One is fully funding the Hutsonville site while the Annapolis, Palestine, Dundas and Toledo area towers will be partially funded with dollars available to Cellular One as an Eligible Telecommunications Carrier (ETC), according to Carter.

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.

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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.

“This is the beginning of an aggressive tower build-out plan to fill in our coverage in less populated areas,” Carter reported. “We have already started the search process for five additional tower sites to be completed in 2010.”

Carter said the addition of those five sites has been made possible partially through the ETC fund, as well. Location information on the 2010 sites will be announced after the land leases have been finalized.

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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