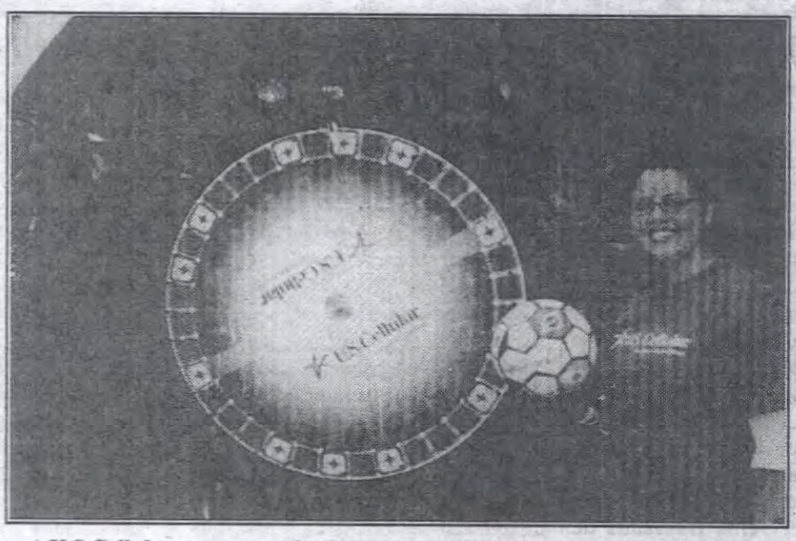
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U.S Cellular Sponsors the Viva! Chicago Festival for the 4th Year

The Viva! Chicago Latin Music Festival took place last weekend (Aug. 26-27, Grant Park), and in continued dedication to youth in the community, U.S. Cellular donated 100 special edition soccer balls to youth programs at El Valor and Association House in Chicago. When festivalgoers visit the U.S. Cellular booth at the festival. There they had the opportunity to test their text messaging and dance skills while playing for a chance to win their own special edition soccer ball, which is decorated with flags of Latin American countries. In partnership with El Valor, U.S. Cellular most recently funded a summer camp for children in Pilsen and South Chicago. To benefit Chicago's Westside neighborhoods, U.S. Cellular has partnered with Association House to fund quality after-school care, as well as various educational programs for at-risk youth. In addition to the opportunity to win a soccer ball, visitors at the U.S. Cellular's booth at Viva! were also able to experience Text Mania, the first bilingual, interactive game that has been captivating audiences around the country. Players "danced" to the latest Latin music by using their feet on a giant cell phone keypad to text answers to trivia questions. The oversized cell phones also include a camera, which takes a keepsake photo of the player that can later be seen online. U.S. Cellular is the nation's sixth-largest wireless service carrier, serving 5.7 million customers in 26 states. The Chicago-based company 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.



A U.S Cellular representative holds a special edition soccer ball at a booth at the Viva! Chicago Festival this past weekend.



Carlos M. Garcia Strategy Manager at the Viva! Chicago Latin Music Festival.

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