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## **Cingular Launches Service in Southern Utah**

*Spring Communications Now Cingular's Exclusive Retail Agent in Fast-Growing Utah Community*

**St. George, UT – March 30th, 2006** - Cingular Wireless, the nation's largest wireless provider, today announced that it is launching wireless service in the greater St. George area in Southern Utah where new customers will now be able to take advantage of Rollover<sup>®</sup> Minutes for the first time. Cingular will begin selling service to customers on April 1<sup>st</sup> in the St. George area with three exclusive locations operated by Spring Communications.

With the recent addition of seven new cell sites plus two more sites that will go on the air by May, Cingular network coverage will extend from I-15 into St. George, Ivins, Santa Clara, Washington, Toquerville, LaVerkin, and Hurricane.

"Cingular's expanded network service in Southern Utah is part of our multi-million dollar network investment throughout state," said Dewey Garner, Director of Sales for Cingular in Utah and Southern Idaho. "We look forward to introducing customers in this growing community to benefits they can only receive from the nation's largest wireless carrier."

"The advantages of bringing together the largest wireless carrier in the nation with the premier wireless distributor in Southern Utah are tremendous," says Jason Ellis, president of Spring Communications. "Our stores will provide customers the same superior customer service and wireless solutions and be the only exclusive retailer to focus on Cingular's attractive offers such as Rollover<sup>®</sup> Minutes, the largest mobile-to-mobile calling community in the nation, and the largest voice and data network in America."

Now the people of St. George and surrounding communities can also experience Cingular's Push to Talk service, the popular RAZR and the newest phones only available to Cingular customers like the ultra-sleek Motorola SLVR with iTunes. Customers will also enjoy the personal service they expect from Spring Communications together with the new availability of Cingular Wireless services.

The Spring Communications Cingular Authorized Retail locations in St. George are located at the Zion's Factory Outlet Mall, the Red Cliffs Mall and at 1091 N. Bluff St.

For more information about Cingular, please contact 1-866-CINGULAR or visit [www.cingular.com](http://www.cingular.com). For more information about Spring Communications, visit [www.springcommunications.com](http://www.springcommunications.com) or call 1-888-5SPRING.

### **About Cingular Wireless**

Cingular Wireless is the largest wireless carrier in the United States, serving 54.1 million customers. Cingular, a joint venture between AT&T Inc., formerly SBC Communications Inc., (NYSE: T), and BellSouth Corporation (NYSE: BLS), has the largest digital voice and data network in the nation -- the ALLOVER<sup>™</sup> network -- and the largest mobile-to-mobile community of any national wireless carrier. Cingular is a leader in third generation wireless technology. Its 3G network is the first widely available service in the world to use HSDPA (High Speed Downlink Packet Access) technology.

Cingular is the only U.S. wireless carrier to offer Rollover®, the wireless plan that lets customers keep their unused monthly minutes. Details of the company are available at [www.cingular.com](http://www.cingular.com). Get Cingular Wireless press releases e-mailed to you automatically. Sign up at <http://cingular.mediaroom.com>

### **About Spring Communications**

Spring Communications is a privately held corporation that was founded by Utah entrepreneur Vern Dickman in April of 2001 with six locations. In just five years, Spring has grown to 70 locations with plans to continue this growth pattern. Spring Communications is the premier wireless distributor in the Intermountain Region offering Cingular Wireless services and products. The company has won numerous awards including the Best of State for Consumer Electronics and Telecommunications Reseller. Spring has been recognized as one of Utah's "Emerging Elite," – businesses that show great prospects for future growth and success. And in February 2006 Jason Ellis, Spring's President, was deemed one of Utah's 40 most impressive young business leaders under 40 by *Utah Business Magazine*.