



3939 S. Wasatch Boulevard #1
Salt Lake City, UT 84124
Phone 801.277.7777
Fax 801.278.7322

Press Release

Contact: Neal Gatherum, Director of Marketing

FOR IMMEDIATE RELEASE

Phone: 801.277.7777

SPRING COMMUNICATIONS ANNOUNCES NEW BUSINESS TO BUSINESS DIVISION

SALT LAKE CITY, UT, AUGUST 26, 2005: Spring Communications, a Cingular Wireless retailer, announces the launch of Wireless Platinum Care, its new business to business division. The unit will begin operation on September 1, 2005 and service business accounts with five or more wireless phones.

This launch will be accompanied by the introduction of new “Business Only” pooling service plans through Cingular Wireless. Spring Communications’ Wireless Platinum Care will provide customized Cingular Wireless service plans for businesses in Utah and Colorado to help them save time, save money and increase productivity. The B2B division joins Spring’s current 60 retail stores, Service/Repair Center and Customer Care Center; further diversifying the company’s products and services offered.

The head of Spring’s new division is Keith Pugmire. Mr. Pugmire has over 17 years experience in the wireless industry having worked at AT&T Wireless and Nextel in various positions.

Brett Bradshaw, Spring Communications VP of Sales, says, “After analyzing the needs of the local business community and their wireless needs, we are thrilled that our Wireless Platinum Care division is now part of the Spring family. I am excited to welcome Keith on board and cannot wait to start working with the business community at large.”

For more information regarding Wireless Platinum Care, contact Keith at kpugmire@springcommunications.com or at 801.571.5040.

About Spring Communications

Spring Communications is a privately held corporation that was founded by local entrepreneur Vern Dickman in April of 2001 with 6 locations. In just 4 years Spring has grown to 60 locations with plans to double in the next two years. Spring Communications is the premier wireless distributor in the Intermountain Region and offers Cingular Wireless and T-Mobile service and products. The company has won numerous awards including the Best of State for Consumer Electronics and Telecommunications Reseller. Additionally, Spring has been recognized as one of the “Emerging Elite,” – businesses that show great prospects for future growth and success. For more information, log on to www.springcommunications.com.

###