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PRESS RELEASE

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GRAND OPENING SPRING COMMUNICATIONS CUSTOMER CARE CENTER

SALT LAKE CITY - Spring Communications will be holding a grand opening for its new Customer Care Center on October 13, 2005. The grand opening will begin with a ribbon cutting and speech by Spring executives at 7:00 that evening.

Since the Care Center's conception in December 2004, it has consistently exceeded sales performance goals. Due to tremendous demand and growth, Spring Communications, a Utah-based wireless dealer, has moved the Center to a more spacious and suitable location that will accommodate additional employees that will be hired to sustain the Center's growth.

"A short two years ago I would have not have predicted the care center would grow to this level so quickly! The new facility will allow my team to be more productive and organized as we service Spring Communications' customers and fulfill their wireless needs." said Ben George, Customer Care Center Manager. "This is what I've been waiting for."

The facility is more than nine times larger than the original, now occupying 2200 square feet. The new facility will accommodate both inbound and outbound customer service calls ranging from service related questions to fulfilling requests to add features or upgrade current customers' rate plans.

"This center helps us service customers in an original way," said George. "Some people are unable to find time to visit a retail location. This facility allows us to fulfill customer requests while in the comfort of their own homes."

The new center will provide the opportunity for more employees to serve ever-growing customer needs, and make Spring Communications even more accessible to its customers.

About Spring Communications

Spring Communications is a privately held corporation with 60+ retail locations in Utah and Colorado. Spring is the premier wireless distributor for Cingular Wireless in the Intermountain Region and currently has a customer base of over 100,000 customers. The company has won numerous awards including the Best of State for Consumer Electronics (two years running) and Telecommunications Reseller. Additionally, Spring has been recognized as one of Utah's "Emerging Elite," – businesses that show great prospects for future growth and success in the state of Utah.
