

PRESS RELEASE

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For Immediate Release

Northwest Missouri Cellular Announces Launch of HTC Hero Android Device

March 8, 2010 Maryville, MO - Northwest Missouri Cellular, the areas premier wireless provider, announced today the launch of its first Android-powered smartphone, the new HTC Hero™, the first of a variety of Android-powered smartphones Northwest Missouri Cellular plans to offer.

“The arrival of HTC Hero and the Android platform to Northwest Missouri Cellular’s network is an important milestone for our customers” General Manager Roger Bundridge said. Any Android phone is fully customizable with access to thousands of applications and one-touch access to your email, music, the web and more.

HTC Hero is the first U.S. device to feature HTC Sense, an intuitive experience that allows the device to be completely customized to the wants and needs of the user. The device’s seven-panel wide home screen can be populated with customizable widgets that bring information to the surface.

Smartphones are only as good as the network on which they operate. Northwest Missouri Cellular’s 3G technology is the only advanced high-speed mobile broadband network available in the area.

The HTC Hero has built-in Google mobile services with synchronization, including Google Search™, Google Maps™ and Gmail™, as well as access to thousands of applications on the Android Market™. It also offers easy access to personal and business e-mail, instant messaging and text messaging through POP, IMAP and Exchange Active Sync accounts.

The fully loaded smartphone also features Wi-Fi capability, a 5-megapixel autofocus camera and camcorder, 3.2-inch HVGA touch-sensitive display, HTC Footprints™, GPS with digital compass, accelerometer, 3.5 mm stereo headset jack as well as Stereo Bluetooth® 2.0 Wireless technology. Additionally, this Android-powered smartphone gives customers the option to flexibly upgrade its memory with a MicroSD memory card, so they can easily add more memory without having to purchase a new device.

Available at Northwest Missouri Cellular for the introductory price of only \$99, customers can make owning the HTC Hero an even better value when taken in conjunction with our \$39.95 Smartphone Unlimited Data and Texting Package. “Our customers are saving hundreds of dollars each year compared to other leading competitor plans. Plus Northwest Missouri Cellular customers know they're going to get the most out of their Android-powered device with our superior 3G network,” Bundridge said.

Northwest Missouri Cellular is a locally owned and operated wireless communications company serving Atchison, Holt, Nodaway, Worth and Gentry counties. Services and features offered include National, Family, Youth, Senior and Unlimited plans, carryover minutes and data service. Northwest Missouri Cellular focuses on serving customers by providing the four C’s, coverage, customer service, cost and community commitment.

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