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U.S. CELLULAR INTRODUCES WEB BROWSER FOR CELL PHONES

nweb For easyedgeSM Offers Customers More Choices When Surfing The Web

CHICAGO, Nov. 16, 2004 – U.S. Cellular, in conjunction with wireless software developer Novarra, tomorrow will launch nwebTM, an Internet browser that provides access to the World Wide Web over cell phones. Available exclusively from U.S. Cellular, nweb may be purchased on a daily or monthly basis through **easyedgeSM**, the company’s wireless data service. The nweb application enables customers to surf anywhere on the Web and easily link to an extensive number of sites specifically designed for cell phone screens. Additionally, the new service includes a first-of-its-kind password protection for cell phones, at no additional charge, enabling parental control of Web sites intended for mature audiences.

“Unlike other mobile browsers designed for cell phones, nweb gives customers complete control over the content they choose to view and not be limited to Web sites selected by their wireless providers,” said Alan D. Ferber, vice president of marketing for U.S. Cellular. “nweb provides a very flexible mobile web browsing experience. With that in mind, it was imperative that we also develop a password protection tool to give customers control of mature content.”

For the first time, Novarra’s nweb makes millions of Web sites fast and usable on many popular mobile phones. Its network platform optimizes Web sites automatically to best fit each phone’s unique display capabilities. In addition, a series of links to popular Web sites has been identified based on ease of use, content, and popularity. These links include content such as finance, news, sports, travel, and more.

“Accessing the Internet from a wireless phone should be as simple as making a phone call,” said Bruce Simpson, Novarra’s chief operating officer. “After working closely with U.S. Cellular to deploy the nweb platform, we feel this product will provide users with an experience unparalleled in the industry.”

The BREW-based nweb application costs subscribers to U.S. Cellular’s **easyedge** service \$4.99 a month or \$1.19 a day.

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With **easyedge**, customers can enjoy many easy-to-use applications that make daily life easier and more entertaining. Through the service, users can access a variety of applications such as AwayAuction™ for eBay, ESPN BottomLine, MapQuest Mobile® Powered by Vindigo, NASCAR.COM TO GO, Atari® Asteroids®, and a huge library of ringtones.

Chicago-based U.S. Cellular Corporation (AMEX: USM) is a super-regional wireless company, serving more than 4.8 million customers in 150 markets in 26 states. With 2003 sales of \$2.42 billion, U.S. Cellular maintains one of the industry's highest levels of customer satisfaction by emphasizing customer support, quality network coverage and comprehensive range of wireless products and services. The company is an active corporate citizen through charitable contributions, award-winning community relations programs and associate volunteer activities. For more information, visit www.uscellular.com.

Novarra provides turnkey and customizable wireless data solutions that deliver rich portals and the full Web to mass-market phones, smartphones, and PDAs across OS and platforms like Java, BREW, Palm OS, BlackBerry, etc. The breakthrough performance of Novarra products offers handset manufacturers easy portability and device customization, and provides operators a flexible, network healthy platform that scales to millions of users. Content providers and enterprises deploy Novarra to deliver secure, rich Web for mobile consumers and business users. For more information, visit www.novarra.com.

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