

News Release

For Immediate Release:

Page Plus Cellular Adds App Store to Cell Phones

Holland, OH, July 23, 2009 – Nationwide prepaid cell phone service provider [Page Plus Cellular](#) announced it is now offering its customers downloadable applications on their cell phones. Page Plus customers can shop an extensive catalog of mobile applications and download a variety of ringtones, wallpapers, games and more. The service, commonly referred to as an “app store,” will also offer many unique applications for doing things like checking the weather or getting your horoscope.

The software platform is [Qualcomm's BREW](#) (Binary Runtime Environment for Wireless) service that provides for the development and delivery of advanced wireless data across virtually every media category. Its capabilities allow everything from ringtones and wallpapers to streaming video to be delivered to a wide array of devices. As a subscriber to BREW Managed Services, Page Plus is able to offer its customers the complete Qualcomm-hosted catalog of applications.

The app store service is available on BREW-capable Page Plus cell phones that have been purchased and activated since February of this year.

Page Plus Cellular is a prepaid cell phone service provider with nationwide coverage on one of the largest networks in the nation. Page Plus is consistently ranked among the top prepaid service providers for low rates, flexible plans and exceptional customer service. Page Plus prepaid cell phones and service plans are available through its large national network of [dealers](#), and on its website at www.pagepluscellular.com.

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