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**Page Plus Cellular Enriches Subscribers' Mobile Service Experience by
Adding Qualcomm's BREW Content**

HOLLAND, Ohio and SAN DIEGO, Calif. — March 24, 2009 — Nationwide prepaid cell phone service provider Page Plus Cellular has announced an agreement with Qualcomm to offer BREW[®] services to Page Plus customers beginning in summer 2009. Deploying the BREW managed service will enable Page Plus customers to shop for, and download, a wide variety of mobile applications and services ranging from ringtones and wallpapers to 3D games.

With the BREW managed service, Qualcomm hosts BREW applications that mobile operators can offer to their subscribers who purchase BREW-enabled handsets. The hosted service is designed to provide operators a dynamic mobile application shopping experience for their customers, driving wireless data growth at low operational costs.

“Adding BREW content to our portfolio is part of our ongoing strategy to expand the services available to our customers,” said Abdul Yassine, president of Page Plus Cellular. “The BREW managed service allows us to quickly deploy a wide variety of content and provide our subscribers with a very intuitive shopping experience.”

“Qualcomm is dedicated to providing operators with flexible solutions that allow them to differentiate their offerings,” said Arvin Chander, vice president and general manager of BREW. “Page Plus is clearly an operator that recognizes the value in engaging their subscribers to discover and download compelling mobile content.”

Qualcomm Incorporated (Nasdaq: QCOM) is a leader in developing and delivering innovative digital wireless communications products and services based on CDMA and other advanced technologies. Headquartered in San Diego, Calif., Qualcomm is included in the S&P 100 Index, the S&P 500 Index and is a 2008 FORTUNE 500[®] company. For more information, please visit www.qualcomm.com.

Page Plus Cellular is a nationwide prepaid cellular service provider which offers smart, simple and convenient rate plans with the flexibility to suit customers’ needs. Page Plus offers low rates, exceptional customer service, and the superior coverage area of a leading network service provider. *Prepaid Reviews* ranks Page Plus Cellular second overall among all prepaid providers. Page Plus Cellular handsets and airtime are available through its large national network of dealers, and on its website at www.pagepluscellular.com.

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