

News Release

For Immediate Release:

Page Plus Cellular Lowers Voice Plan Rates Again

Holland, OH, January 20, 2010 – Nationwide prepaid cell phone service provider Page Plus Cellular announced that it is again adding more voice minutes to its standard pay-as-you-go mobile calling plan. The company is not raising the price for standard voice service, so the increase in minutes will effectively lower the per-minute rate customers will pay for the standard voice plan.

Page Plus Cellular customers add minutes to their [prepaid cell phone](#) account by purchasing refill cards, which are available in various increments. The higher the card denomination purchased, the lower the per-minute rate applied. Previously, the rates ranged between \$.06 and \$.12 per minute, depending on the denomination of the refill card. However, with more minutes being added to each card, the per-minute rate will now be \$.04 to \$.10. All cards currently in stock at dealer locations will switch to the new lower rates on January 20th, 2010.

The refill cards will now provide the following: \$25 for 400 minutes; \$50 for 1,000 minutes; and \$80 for 2,000 minutes. The \$10 card had been previously changed in November to increase the number of minutes from 83 to 100. The minutes on all standard plan cards are good for up to 120 days and will roll over provided the account is refilled within that time, therefore low-use customers can maintain cell phone service for just \$3 a month by refilling with \$10 cards.

While a high percentage of Page Plus Cellular customers use the standard pay-as-you-go plan, the provider also offers prepaid monthly plans that bundle voice, text and data for one affordable price. The \$39.95 per month [Unlimited Talk n Text](#) and \$29.95 per month [Talk n Text 1200](#) plans which launched last year continue to draw in many customers who were previously paying much more per month for traditional postpaid plans.

The move to add more minutes to the standard plan cards is yet another example of Page Plus Cellular's philosophy of creating value for the customer, and providing flexible plans that fit

customers' usage needs, whether that is pay-as-you-go voice minutes or monthly bundle plans of voice, text and data.

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

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