

# News Release

For Immediate Release:

## Page Plus Cellular Lowers Price of Unlimited Plan

Holland, OH, December 7, 2011 – Nationwide wireless service provider [Page Plus Cellular](#) today announced it lowered the price of its [Unlimited Talk n Text](#) prepaid monthly cell phone plan from \$44.95 to \$39.95 per month. The \$5 price reduction is effective today for all new Page Plus customers, and customers currently on the plan will begin paying the new lower price on their next monthly renewal date. The *Unlimited Talk n Text* plan includes unlimited voice minutes, unlimited text and picture messages, and 20 MB of data.

“At the new \$39.95 price, this plan is an incredible value for people who talk and text a lot, plus you get the coverage of a nationwide network,” said Denny Scher, Page Plus marketing manager. “With the economy still where it’s at today, people are really looking for ways to save money. Rather than paying for an expensive data package with a contract provider, they’re switching to our talk and text plan, and using Wi-Fi for their data usage. Wi-Fi is in so many places now. But if a customer needs more cellular data, the new 55 plan is also an option for them because it provides half a gig of data,” said Scher.

The announcement of the lower \$39.95 price of the *Unlimited Talk n Text* plan comes on the heels of Page Plus’ October launch of its new [55](#) plan, which provides unlimited voice minutes, unlimited text and picture messages, and 500 MB of data for \$55 per month. The 55 is an option for people who use a considerable amount of cellular data each month in addition to talking and texting, and is a value-priced alternative compared to the \$70-\$120 monthly plans offered by the traditional postpaid providers.

The company is also launching another new monthly cell phone plan later this month aimed at budget-conscious and lower-use customers, called the 12. The 12 will provide 250 voice minutes, 250 text/picture messages and 10 MB of data for just \$12 per month.

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, flexible plans and exceptional customer service. Page Plus cell phones and [prepaid cellular plans](#) are available through its large national network of dealers, and on its Web site at [www.PagePlusCellular.com](http://www.PagePlusCellular.com).