

News Release

For Immediate Release:

Page Plus Cellular Announces \$29.95 Monthly Plan

Holland, OH, October 7, 2009 – Nationwide prepaid cell phone service provider [Page Plus Cellular](#) today announced the October 9th launch of its new *Talk n Text 1200* plan. The new plan includes 1,200 voice minutes, 1,200 text or picture/video messages and 50 megabytes of data for just \$29.95 a month. The announcement comes on the heels of the provider's August launch of its *Unlimited Talk n Text* plan which includes unlimited voice, unlimited texts and 20 megabytes of data for \$39.95 a month.

At \$29.95 a month, the *Talk n Text 1200* plan is a more affordable option for people who use average amounts of voice/text/data each month and do not need an unlimited plan. The new plan does, in fact, provide about double the amount of voice minutes, text/picture messages and data than the average user consumes.

For instance, the average cell phone customer uses anywhere between 400 and 900 minutes a month, depending on the data source (J.D. Power cites 422). By any measure, the average is well under the 1,200 minutes a month the *Talk n Text 1200* plan includes.

According to Nielsen, U.S. mobile subscribers send and receive an average of 357 text messages (SMS) per month. Industry sources say the average is 540 per month and may or may not include picture messages (MMS). Again, the number is far below the 1,200 SMS/MMS provided in this plan. As for data, the average monthly usage is under 40 MB, and the *Talk n Text 1200* plan provides 50 MB. Taking all the average usage numbers into account, at \$29.95 per month this is one of the most cost-effective plans for the average cell phone user.

Page Plus Cellular is a prepaid cell phone service provider with nationwide coverage on one of the largest networks in the United States. Page Plus is consistently ranked among the top prepaid service providers for low rates and flexible plans. 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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