

News Release

For Immediate Release:

Page Plus Cellular Lowers Rate on Standard Voice Plan

Holland, OH, November 12, 2009 – Nationwide prepaid cell phone service provider [Page Plus Cellular](#) today announced that its Standard Plan will provide more voice minutes for the same price beginning November 16th. Page Plus' \$10 replenishment card, its best-selling denomination for refilling its Standard Plan, is now going to provide 100 minutes of talk time compared to the 83 minutes it previously provided. The increase in minutes will mean that customers who were paying \$.12 a minute will now pay just \$.10 a minute.

The change is yet another example of Page Plus Cellular's commitment to offer more value to its customers. Dean McDowell, Page Plus Cellular's Chief Financial Officer, explained, "Last month we introduced our *Talk n Text 1200* plan, which provides 1,200 voice minutes, 1,200 text or picture messages, and 50 megabytes of data for just \$29.95 a month. Prior to that, in August, we came out with our enormously successful *Unlimited Talk n Text* plan for \$39.95 a month. Those two monthly prepaid cell phone bundle plans offer tremendous savings for our customers. Now we're extending that value to our Standard Plan and lowering the per-minute charge for the majority of our customers."

McDowell continued, "The plans we currently provide have been designed to offer the best value for various lifestyles and usage patterns. That's really the key – offering plans with flexibility at unbeatable rates. Reducing the per-minute rate for our Standard Plan extends those cost-savings to people who just need a basic voice plan."

While the *Talk n Text* plans are monthly prepaid mobile plans, the Standard Plan is a pay-as-you-go plan which can be refilled at any time. In addition to the \$10 refill card, replenishment cards are also offered in \$25, \$50 and \$80 denominations which provide correspondingly more minutes, with the lowest rate of \$.06 per minute. In addition, the minimum replenishment period is 120 days, meaning a low-use customer can use the service for around \$3 a month.

All of the Page Plus Cellular plans are prepaid, which gives customers the ability to control their budget and reduce their monthly cell phone bill by as much as 75% compared to traditional post-paid service. Due in large part to the challenging economy, growth in the prepaid mobile segment is rapidly outpacing growth in the traditional segment. Since the plans are prepaid, surprise overage charges on monthly bills are eliminated and customers do not have to sign a contract or get a credit check for the prepaid service.

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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