

News Release

For Immediate Release:

Page Plus Cellular Announces \$39.95 Unlimited Cell Phone Plan

Holland, OH, August 7, 2009— Nationwide prepaid cell phone service provider [Page Plus Cellular](#) today announced a new unlimited service plan for \$39.95 a month. The new *Unlimited Talk n Text* plan includes unlimited voice, unlimited text messaging, and 20 megabytes of data. The \$39.95 price makes *Unlimited Talk n Text* the lowest-priced plan of its kind in the prepaid wireless market.

In addition to providing unlimited voice minutes and text messaging, the plan also provides 20 MB of data transfer for Web browsing, e-mailing and downloading applications from its app store which became available in July.

Dean McDowell, Page Plus Chief Financial Officer, said, “Right now, people are looking for the best value in all areas of life, be it wireless service, or any other part of their monthly budget. This plan simply provides quality wireless service at an unbeatable price. The coverage we offer, the variety and cost effectiveness of our handset selection, and the price of this plan make it a plan that will change the way people think of prepaid wireless service.”

Unlimited Talk n Text has no hidden fees, and customers who switch to the plan can replenish their account and even set up automatic monthly refills through the Page Plus Web site. They can also bring (“port”) their existing phone numbers with them to the new service from other plans or from landlines.

Page Plus Cellular operates on a nationwide network, giving it an advantage over other carriers who only operate regionally or in certain metro areas. Customers have the best possible coverage area, and the reliability of the network means fewer dropped calls. Plus, there are no long distance charges.

Prepaid cell phone service, which can cost 50% to 75% less than contract-based (postpaid) plans, is expected to grow to 20% of the U.S. market by yearend, according to wireless industry

consultant Chetan Sharma. In light of current economic conditions, industry experts have predicted an annual growth rate of 14% for prepaid service, versus only 4% for traditional postpaid 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, flexible plans and exceptional customer service. 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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