



For Immediate Release

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CELLULAR SOUTH LAUNCHES WORLD'S FIRST PIC SENDER; FINALLY CAMERA PHONE PICTURES ROAM FREE

*Nation's First Digital Photo Service Allows Wireless Users To Enjoy Their Memories
Outside of a Tiny Cell Phone Screen*

Jackson, Miss. (November 21, 2007) — Cellular South announced today the launch of Pic Sender, a breakthrough digital photo service that enables subscribers on Cellular South's extensive wireless network to have their pictures delivered automatically to their home PCs. Cellular South wireless phones with the Pic Sender service will automatically save each photo the user takes to their personal computer, email and favorite web albums – making it easier and more convenient for customers to enjoy their memories wirelessly.

"Our Pic Sender service is a great compliment to our line-up of unlimited products which alleviate our customers' worry of overage charges and barriers to using their phone when, where, and how they want," said Jason Jolly, director of consumer technology at Cellular South. "The Pic Sender service makes Cellular South camera phones more useful and more fun than ever. Our customers just take a picture and it's saved automatically to all of their favorite places."

Cellular South and Ontela, provider of mobile imaging technology infrastructure, teamed up to address the growing problem for people who take pictures with their phones. The newest generation of camera phones takes great pictures, but that's where it ends. Consumers find that it's simply too hard to save their pictures to the places they care about. In fact, in a national survey of 537 camera phone users revealed that 93 percent reported that they wanted to save camera phone pictures on their own computers and send them to their favorite Web sites and only 24 percent of those surveyed knew how to do it.

The revolutionary technology behind Pic Sender makes this service a global first. "Cellular South was the first wireless carrier with the vision and courage to deliver customers what they really want," said Dan Shapiro, CEO, Ontela. "Forget button pushing, forget per-picture charges, and forget complicated software installation. Cellular South's breakthrough leadership in the wireless industry is bringing Ontela's technology innovations to market in a way that redefines mobile imaging."

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The launch of the breakthrough Pic Sender technology is part of a suite of new and innovative wireless solutions Cellular South has introduced this year that are making it easier for customers to live an all-wireless lifestyle. In addition to its best-in-class nationwide voice and data offerings, Cellular South is leading the nation in m-commerce solutions. Having recently completed the first multi-city WirelessWallet trial of its kind in the US, the company is slated to launch a commercial m-commerce offering in 2008.

For more information on Cellular South's Pic Sender service, visit www.cellularsouth.com/picsender.

About Cellular South

With a nationwide wireless voice and data network, Cellular South is committed to providing plans, products, applications that allow consumers to rely on wireless service in every way. Cellular South is the nation's wireless carrier leader in m-commerce technology availability and adoption with its next-generation mobile payment products, such as Obopay and WirelessWallet. For more information, visit www.cellularsouth.com.

About Ontela

Ontela provides technology infrastructure to wireless carriers that allows consumers to unlock the photos in their camera phones. Founded by veterans from Microsoft, Real Networks and Expedia in 2005, Ontela is an innovator in mobile imaging headquartered in Seattle, WA. The company's patent-pending PicDeck™ platform allows carriers to connect camera phones to imaging services, online albums, and PCs with just a shutter click.

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