



For Immediate Release

For more information, contact:

Jim Richmond, Cellular South
(601) 624-7504
jrichmond@cellularsouth.com

Rob Newton, Ontela
(206) 940-7942
rob@ontela.com

CELLULAR SOUTH CUSTOMERS CLICK WITH PIC SENDER; SALES AND CUSTOMER SATISFACTION SOAR

Cellular South Finding Market Success With The Easiest-To-Use Camera Phones In The World

Jackson, Miss. (April 1, 2008) — Cellular South's exclusive "pic sender" service, powered by Ontela, has exceeded all expectations with higher than projected sales in its first six months of availability. The service automatically saves customers' photos to their home computers, their personal email, and/or their favorite Web sites, unlocking pictures that would otherwise be trapped in their camera phones. Pic sender has proven to be a great example of Cellular South's commitment to do what's right for its customers, and wireless users have responded favorably by all accounts.

"Pic sender's sales, and the positive feedback it has received, show what can happen when a wireless carrier listens to its customer's needs," said Jim Richmond, director of corporate communications at Cellular South. "We are delighted with the way our subscribers have responded to the pic sender service, and we will continue to offer new and innovative wireless solutions to meet our goal of being the most customer-friendly wireless carrier today."

Initial adoption for pic sender has outpaced projections by 217 percent. With a well-designed marketing campaign and a world-class sales force, the service has quickly made its way into the hands of Cellular South subscribers.

"Cellular South has changed the rules with their launch of pic sender," said Dan Shapiro, CEO of Ontela. "They have created a data product that real people can actually use, unlocking more than 32,000 photos for their customers that would otherwise be stuck inside wireless devices."

Pic sender is available for purchase in Cellular South stores and can also be downloaded off the BREW platform. For more information on the pic sender service, visit www.cellularsouth.com/picsender.

About Cellular South

Cellular South is diversified mobile communications company passionately committed to helping customers get the most out of their wireless devices and services. The company accomplishes this goal by providing the most reliable and advanced nationwide wireless voice and data network, offering a full range of industry-leading unlimited flat rate plans and through the world's first integrated, interactive online and in-store experience that gives customers easy, simple and convenient anytime, anywhere solutions to all of their wireless lifestyle needs. 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.

###