



FOR IMMEDIATE RELEASE

U.S. CELLULAR WILL PROVIDE ADDITIONAL WIRELESS CAPACITY DURING RAGBRAI

Cell on Light Truck to Bring Added Coverage to Leon; Network Upgrades Will Be Made for Glenwood, Shenandoah, Centerville, Washington Overnight Stops

As numerous Iowa communities prepare for an influx of RAGBRAI visitors, U.S. Cellular is equipped to accommodate the spike in demand for wireless access at overnight host communities.

Since the majority of cyclists will rely on their smartphones to stay connected with family and friends, share photos and post updates to their social media pages, U.S. Cellular will bring in a Cell on Light Truck (COLT) to increase wireless capacity in Leon and make network upgrades in Glenwood, Shenandoah, Centerville and Washington.

"We want to help ensure that everyone who comes to enjoy RAGBRAI can use their phone or tablet like they normally do," said Mike Adams, U.S. Cellular's director of sales for Iowa and Nebraska. "The COLT and network upgrades will provide a better network experience for all cyclists during these overnight stops."

The COLT provides added network capacity for the increased data usage and thousands of calls and messages cyclists will make during the eight-day event. This temporary site also will increase U.S. Cellular's network capacity in Leon, while the network upgrades will enhance capacity for Glenwood, Shenandoah, Centerville and Washington.

While a COLT is helpful for large events, it also can be deployed to establish instant communication for responders to natural disasters and emergency situations when landline communications are interrupted.

U.S. Cellular has additional plans to deploy the COLT in Iowa this summer and fall for county fairs, music festivals, auto racing events and Iowa State football.

About U.S. Cellular

U.S. Cellular is the fifth-largest full-service wireless carrier in the United States, providing national network coverage and industry-leading innovations designed to elevate the customer experience. The Chicago-based carrier has a strong line-up of cutting-edge devices that are all backed by a high-quality network in big and small cities and rural communities, and currently, 99 percent of customers have access to 4G LTE speeds. U.S. Cellular was named a J.D. Power and Associates Customer Champion in 2014 for the third time in four years. To learn more about U.S. Cellular, visit one of its retail stores or uscellular.com. To get the latest news, promos and videos, connect with U.S. Cellular on [Facebook.com/uscellular](https://www.facebook.com/uscellular), [Twitter.com/uscellular](https://twitter.com/uscellular) and [YouTube.com/uscellularcorp](https://www.youtube.com/uscellularcorp).

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