

Guidance

Guidance for the year ending Dec. 31, 2010 is shown below compared to previous guidance provided on Feb. 25, 2010. The company has commenced guidance for adjusted OIBDA. There can be no assurance that final results will not differ materially from this guidance.

	<u>Current guidance</u>	<u>Previous guidance</u>
U.S. Cellular 2010 guidance as of May 10, 2010 is as follows:		
Service revenue	\$3,975-\$4,075 million	Unchanged
Adjusted OIBDA ⁽¹⁾	\$850-\$950 million	N/A
Operating income	\$250-\$350 million	Unchanged
Depreciation, amortization and accretion ⁽²⁾	Approx. \$600 million	Unchanged
Capital expenditures	Approx. \$600 million	Unchanged

TDS Telecom (ILEC and CLEC) 2010 guidance as of May 10, 2010 is as follows:

Operating revenues	\$760-\$790 million	\$740-\$780 million
Adjusted OIBDA ⁽¹⁾	\$250-\$275 million	N/A
Operating income	\$80-\$105 million	\$70-\$100 million
Depreciation, amortization and accretion ⁽²⁾	Approx. \$170 million	Unchanged
Capital expenditures	Approx. \$155 million	Approx. \$140 million

(1) Defined as operating income excluding the effects of: depreciation, amortization and accretion (OIBDA); the net gain or loss on asset disposals (if any); and the loss on impairment of intangible assets (if any). This amount may also be commonly referred to by management as operating cash flow. This amount should not be confused with cash flows from operating activities, which is a component of the consolidated statement of cash flows. TDS did not previously provide guidance on adjusted OIBDA.

(2) Includes estimated losses on disposals of assets but does not include an estimate for loss on impairment of intangible assets since this cannot be predicted.

This guidance represents the views of management as of May 10, 2010 and should not be assumed to be accurate as of any other date. TDS undertakes no legal duty to update such information, whether as a result of new information, future events or otherwise.