

2013 ESTIMATES

Estimates of full-year 2013 results for U.S. Cellular, TDS Telecom and TDS are shown below. Such estimates represent management's view as of the date of filing TDS' Form 10-Q for the quarter ended June 30, 2013. Such forward-looking statements should not be assumed to be current as of any future date. TDS undertakes no duty to update such information, whether as a result of new information, future events or otherwise. There can be no assurance that final results will not differ materially from such estimated results.

	2013 Estimated Results (1)					
	U.S. Cellular (2)		TDS Telecom		TDS (2)(6)	
	Previous	Current	Previous	Current	Previous	Current
(Dollars in millions)						
Adjusted operating revenues (3)	\$3,620-\$3,740	\$3,615-\$3,715	\$850-\$900	\$890-\$930	\$4,515-\$4,685	\$4,550-\$4,690
Adjusted income before income taxes (4)	\$595-\$715	\$600-\$700	\$220-\$250	\$230-\$260	\$810-\$960	\$830-\$960
Capital expenditures	Unchanged	\$735	\$155	\$165	\$900	\$910

(1) These estimates are based on TDS' current plans, which include an expansion of the multi-year deployment of 4G LTE technology; such expansion includes deployment on 700 MHz in additional markets as well as deployment on the 850 MHz band to provide additional capacity for future growth in data usage, enable potential future 4G LTE roaming, and support the sale of Apple products. The financial impacts of selling Apple products in 2013 consist of the following:

- Increased Adjusted operating revenues resulting from net incremental customers added and retained as a result of offering Apple products;
- Decreased Adjusted income before income taxes as a result of net increases in costs, primarily loss on equipment sales as a result of offering Apple products; and
- Increased Capital expenditures related to the deployment on the 850 MHz band to provide additional capacity for future growth in data usage, which includes capacity required to accommodate Apple products.

These estimates also reflect the impacts of the deconsolidation of certain partnerships as of April 2013 at U.S. Cellular. These estimates do not include (i) the reported gain on sale of business and other exit costs, net (ii) the reported gain on investments, or (iii) the expected gains from pending spectrum license divestitures. In addition, the estimates also reflect the impacts of the acquisition of Baja Broadband, LLC as of August 1, 2013 and of a multi-year deployment of IPTV at TDS Telecom. New developments or changing conditions (such as, but not limited to, regulatory developments, customer net growth, customer demand for data services, costs to deploy, agreements for content or franchises, or possible acquisitions, dispositions or exchanges) could affect TDS' plans and, therefore, its 2013 estimated results.

(2) These estimates reflect the Divestiture Transaction which closed on May 16, 2013.

These estimates reflect U.S. Cellular's consolidated results for 2013. Estimated results reflecting U.S. Cellular's Divestiture Markets and Core Markets are shown in the table below:

	2013 Estimated Results					
	U.S. Cellular Core Markets (5)		U.S. Cellular Divestiture Markets (5)		U.S. Cellular Consolidated (5)	
	Previous	Current	Previous	Current	Previous	Current

(Dollars in millions)

Adjusted operating revenues (3)	Unchanged	\$3,475-\$3,575	\$145-\$165	\$140	\$3,620-\$3,740	\$3,615-\$3,715
Adjusted income before income taxes (4)	Unchanged	\$560-\$660	\$35-\$55	\$40	\$595-\$715	\$600-\$700
Capital expenditures	Unchanged	\$730	Unchanged	\$5	Unchanged	\$735

(3) Adjusted operating revenues is a non-GAAP financial measure defined as Operating revenues excluding U.S. Cellular Equipment sales revenues. U.S. Cellular Equipment sales revenues are excluded from Adjusted operating revenues since U.S. Cellular equipment is generally sold at a net loss, and such net loss that results from U.S. Cellular Equipment sales revenues less U.S. Cellular Cost of equipment sold is viewed as a cost of earning service revenues for purposes of assessing business results. For purposes of developing this guidance, TDS does not calculate an estimate of U.S. Cellular Equipment sales revenues. TDS believes this measure provides useful information to investors regarding TDS' results of operations. Adjusted operating revenues is not a measure of financial performance under GAAP and should not be considered as an alternative to Operating revenues as an indicator of the Company's operating performance.

(4) Adjusted income before income taxes is a non-GAAP financial measure defined as Income before income taxes, adjusted for: Depreciation, amortization and accretion, net Gain or loss on sale of business and other exit costs (if any), net Gain or loss on investments (if any), and Interest expense. Adjusted income before income taxes excludes these items in order to show operating results on a more comparable basis from period to period. In the future, TDS may also exclude other items from adjusted income before income taxes if such items may help reflect operating results on a more comparable basis. TDS does not intend to imply that any such amounts that are excluded are non-recurring, infrequent or unusual; such amounts may occur in the future. Adjusted income before income taxes is not a measure of financial performance under GAAP and should not be considered as an alternative to Income before income taxes as an indicator of the Company's operating performance or as an alternative to Cash flows from operating activities, determined in accordance with GAAP, as an indicator of cash flows or as a measure of liquidity. The following tables provide a reconciliation of Income (loss) before income taxes to Adjusted income before income taxes for 2013 Estimated Results, six months ended June 30, 2013 actual results, and 2012 actual results:

	2013 Current Estimated Results				
	U.S. Cellular Core Markets (5)	U.S. Cellular Divestiture Markets (2)(5)	U.S. Cellular Consolidated (5)	TDS Telecom	TDS (6)
Income (loss) before income taxes	(\$10)-\$90	\$30	\$20-\$120	\$25-\$55	\$30-\$160
Depreciation, amortization and accretion expense (7)	\$540	\$250	\$790	\$205	\$1,005
(Gain) loss on sale of business and other exit costs, net	—	(\$240)	(\$240)	—	(\$295)
(Gain) loss on investments	(\$20)	—	(\$20)	—	(\$15)
Interest expense	\$50	—	\$50	—	\$105
Adjusted income before income taxes	<u>\$560-\$660</u>	<u>\$40</u>	<u>\$600-\$700</u>	<u>\$230-\$260</u>	<u>\$830-\$960</u>

Actual Results

	Six Months Ended June 30, 2013			Year Ended December 31, 2012		
	U.S. Cellular Consolidated (5)	TDS Telecom	TDS (6)	U.S. Cellular Consolidated (5)	TDS Telecom	TDS (6)
(Dollars in millions)						
Income before income taxes	\$ 282	\$ 22	\$ 322	\$ 205	\$ 45	\$ 196
Depreciation, amortization and accretion expense (7)	393	98	497	609	193	814
(Gain) loss on sale of business and other exit costs, net	(242)	—	(296)	21	—	21
(Gain) loss on investments	(19)	—	(15)	4	—	4
Interest expense	21	(1)	48	42	(1)	87
Adjusted income before income taxes	<u>\$ 435</u>	<u>\$ 119</u>	<u>\$ 556</u>	<u>\$ 881</u>	<u>\$ 237</u>	<u>\$ 1,122</u>

(5) The U.S. Cellular Consolidated amounts represent GAAP financial measures and include the results of both the Core Markets and the Divestiture Markets. The amounts for Core Markets and Divestiture Markets represent non-GAAP financial measures. TDS believes that the amounts for the Core Markets and Divestiture Markets may be useful to investors and other users of its financial information in evaluating the separate results for the Core Markets.

Divestiture Markets are comprised of U.S. Cellular's Chicago, central Illinois, St. Louis and certain Indiana/Michigan/Ohio markets. Core Markets are comprised of all other markets in which U.S. Cellular conducts business including Peoria, Rockford and certain other areas in Illinois, and in Columbia, Joplin, Jefferson City and certain other areas in Missouri. Core Markets as defined also includes any other income or expenses due to U.S. Cellular's direct or indirect ownership interests in other spectrum in the Divestiture Markets which was not included in the sale and other retained assets from the Divestiture Markets.

(6) The TDS column includes U.S. Cellular, TDS Telecom and also the impacts of consolidating eliminations, corporate operations and non-reportable segments, all of which are not presented above.

(7) The 2013 estimated amount for Depreciation, amortization and accretion expense in the U.S. Cellular Divestiture Markets includes approximately \$168 million of incremental accelerated depreciation, amortization and accretion resulting from the Divestiture Transaction. Actual results for the six months ended June 30, 2013 and the year ended December 31, 2012 include \$88 million and \$20 million, respectively, of incremental accelerated depreciation, amortization and accretion resulting from the Divestiture Transaction.