

Guidance

Guidance for the year ending Dec. 31, 2010 as of Aug. 5, 2010 is provided below, compared to previous guidance provided on May 10, 2010. 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 Aug. 5, 2010 is as follows:		
Service revenue	\$3,925-\$4,000 million	\$3,975-\$4,075 million
Adjusted OIBDA (1)	\$800-\$850 million	\$850-\$950 million
Operating income	\$200-\$250 million	\$250-\$350 million
Depreciation, amortization and accretion (2)	Approx. \$600 million	Unchanged
Capital expenditures	Approx. \$600 million	Unchanged

TDS Telecom (ILEC and CLEC) 2010 guidance as of Aug. 5, 2010 is as follows:

	<u>Current guidance</u>	<u>Previous guidance</u>
Operating revenues	\$760-\$790 million	Unchanged
Adjusted OIBDA (1)	\$250-\$275 million	Unchanged
Operating income	\$80-\$105 million	Unchanged
Depreciation, amortization and accretion (2)	Approx. \$170 million	Unchanged
Capital expenditures (3)	Approx. \$155 million	Unchanged

- (1) Adjusted OIBDA is 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 assets (if any). This measure also may be commonly referred to by management as operating cash flow. This measure should not be confused with cash flows from operating activities, which is a component of the consolidated statement of cash flows.
- (2) The 2010 estimated results include estimated losses on disposals of assets, but does not include an estimate for losses on impairment of assets, since these cannot be predicted.
- (3) The capital expenditure guidance does not include amounts awarded to TDS Telecom through the Broadband Stimulus programs under the American Recovery and Reinvestment Act.

The foregoing guidance represents the views of management as of Aug. 5, 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.