



Annual Meeting of Shareholders

May 26, 2010



LeRoy T. Carlson, Jr.
President and CEO

TDS Safe Harbor Statement



Safe Harbor Statement Under the Private Securities Litigation Reform Act of 1995: All information set forth in this presentation, except historical and factual information, represents forward-looking statements. This includes all statements about the company's plans, beliefs, estimates and expectations. These statements are based on current estimates, projections and assumptions, which involve certain risks and uncertainties that could cause actual results to differ materially from those in the forward-looking statements. Important factors that may affect these forward-looking statements include, but are not limited to: The ability of U.S. Cellular to successfully grow its markets; the overall economy; competition; the access to and pricing of unbundled network elements; the state and federal telecommunications regulatory environment; the value of assets and investments; adverse changes in the ratings afforded TDS and U.S. Cellular debt securities by accredited ratings organizations; industry consolidation; advances in telecommunications technology; uncertainty of access to the capital markets; risks and uncertainties relating to possible future restatements; pending and future litigation; changes in income tax rates, laws, regulations or rulings; acquisitions/divestitures of properties and/or licenses; and changes in customer growth rates, average monthly revenue per unit, churn rates, roaming revenue and terms, the availability of handset devices, or the mix of products and services offered by U.S. Cellular and TDS Telecom. Investors are encouraged to consider these and other risks and uncertainties that are discussed in documents furnished to the SEC.

TDS Mission



To provide outstanding communications services to our customers and meet the needs of our shareholders, our people, and our communities.

TDS Overview



- Diversified telecommunications company with two principal business units
 - **U.S. Cellular** (82%-owned)—wireless; 95% retail postpay (NYSE:USM)
 - **TDS Telecom** (wholly-owned)—wireline; broadband focus
- 7.3 million customers in 36 states
- Fortune 500[®] member
- Controlled company with focus on long-term value creation
- Strong balance sheet; investment-grade debt ratings

Holding Company Benefits



- Broad industry expertise across wireless, wireline and closely related industries
- Offer scale critical to investment-grade credit ratings and access to capital
- Financial flexibility
- Leverage shared services to reduce costs and improve operational efficiency

Long-Term Financial Objectives



Five-year planning horizon:

- Increase revenues 4 to 7% annually
- Earn return on capital greater than weighted average cost of capital
 - U.S. Cellular: 8.7%
 - TDS Telecom: 8.5%
- Maintain investment-grade ratings

Delivering Value to Shareholders



Dividend—secure and growing

- Common share dividend increased annually since 1974
- Q1 '10 dividend rate up 4.7% from 2009
- 2009 dividend payout ratio: 24%

Repurchasing shares

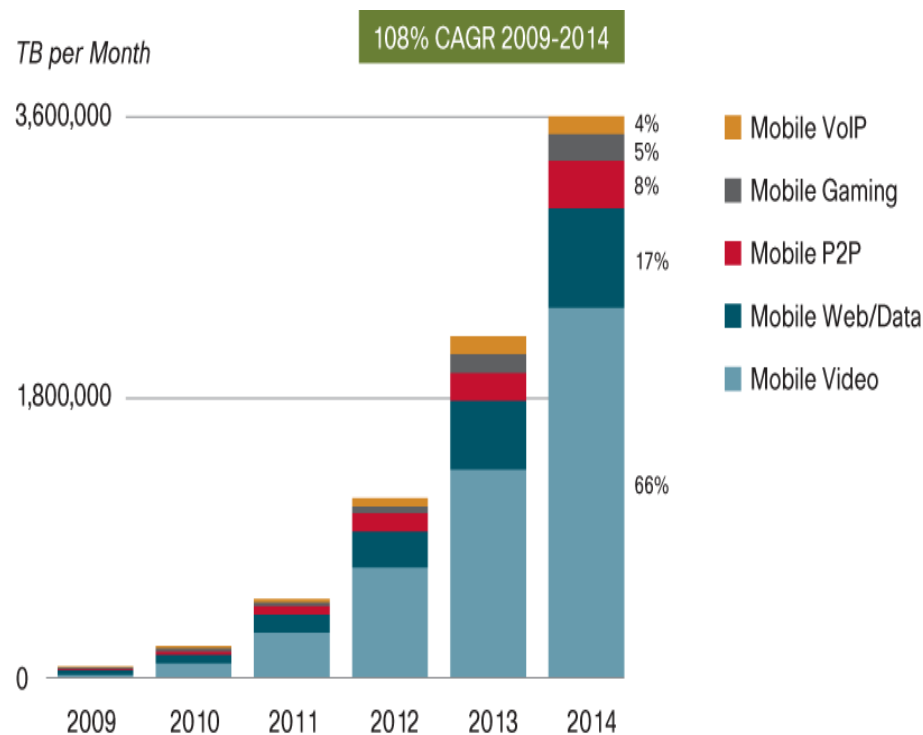
- \$250M plan authorized in Nov. 2009
- \$232.3M remains on current authorization as of March 31, 2010
- Bought 14.8 million shares (12.7% of shares outstanding) since June 2007

Future Wireless Industry Growth

- Global wireless traffic up 39x (108% CAGR) by 2014, driven by:
 - Mobile video / Internet
 - Laptops / emerging devices

(Cisco)
- Mobile Internet users to surpass desktop Internet users by 2014

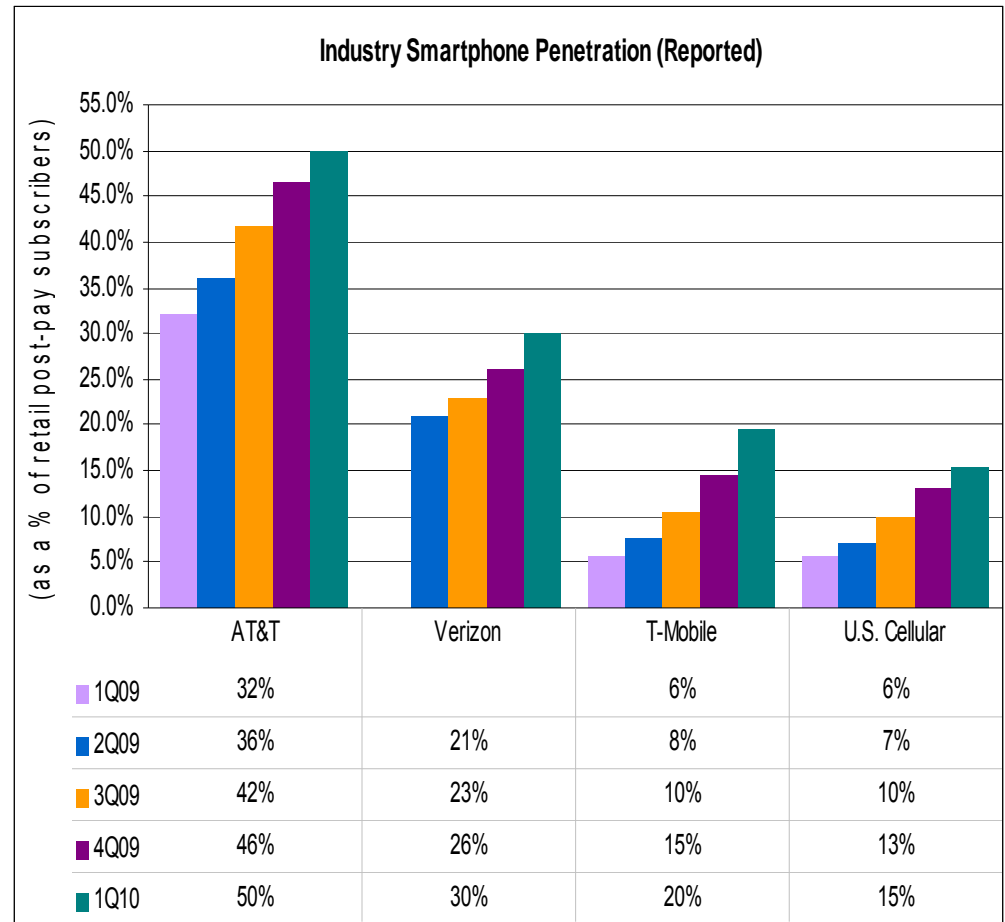
(Morgan Stanley)



Source: Cisco VNI Mobile, 2010

Smartphone and Data Growth

- Majority of postpay subscribers across industry don't have smartphones or premium phones
- Significant opportunity to increase data penetration

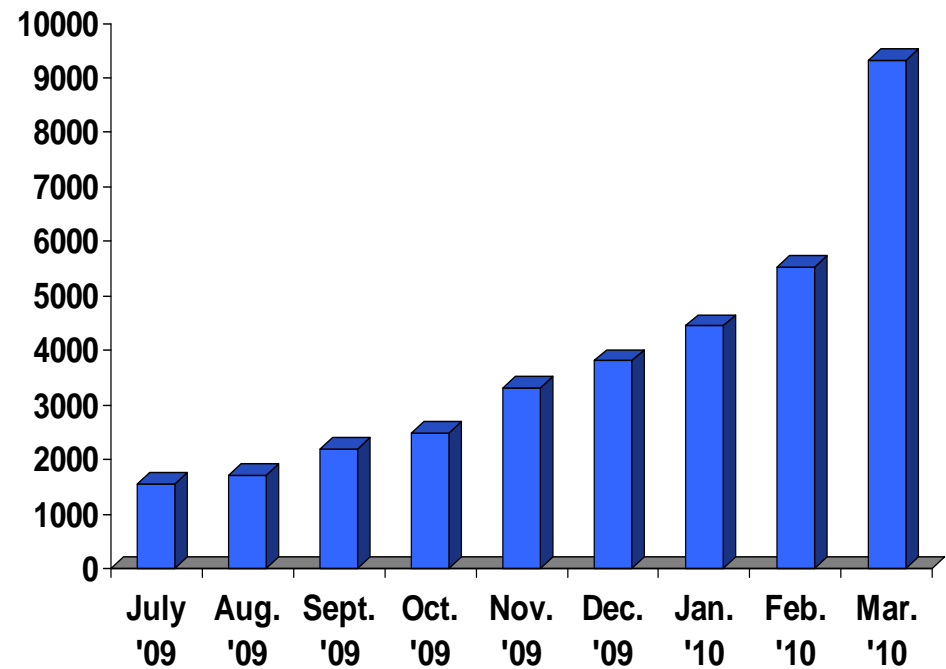


Smartphone definitions: AT&T integrated 3G devices; Verizon smartphones and multimedia devices; T-Mobile 3G-capable devices; U.S. Cellular BlackBerry, Windows Mobile and easyedge devices. Data does not include laptop cards.

Android Application Development

- U.S. Cellular introducing Android devices in second half of 2010
- Application revenue-sharing opportunity

New Applications and Games in the Market by Month



Gaining Share



- Target specific postpay segments
- Increase share of prepaid growth
- Innovative customer satisfaction strategy
 - High-quality network
 - Competitive plans and phones
 - Excellent sales and customer service
 - Unique services

Provide exceptional customer experiences

- Strategy based on multi-year research to develop deeper understanding of customer needs, desires and industry pain points
- Early U.S. Cellular proof points
 - Free incoming calls, texts and pix from anyone
 - My Contacts Backup—never lose your contacts
 - Battery Swap—replace batteries free of charge
 - Overage Protection—receive alerts when you're near plan limits

Improving Returns



- Grow revenues and continue to leverage infrastructure
 - Customer loyalty and low churn are key
- Successfully execute enablement initiatives
 - Enhance customer experience
 - Ultimately increase operating efficiency and reduce costs

Technology Path

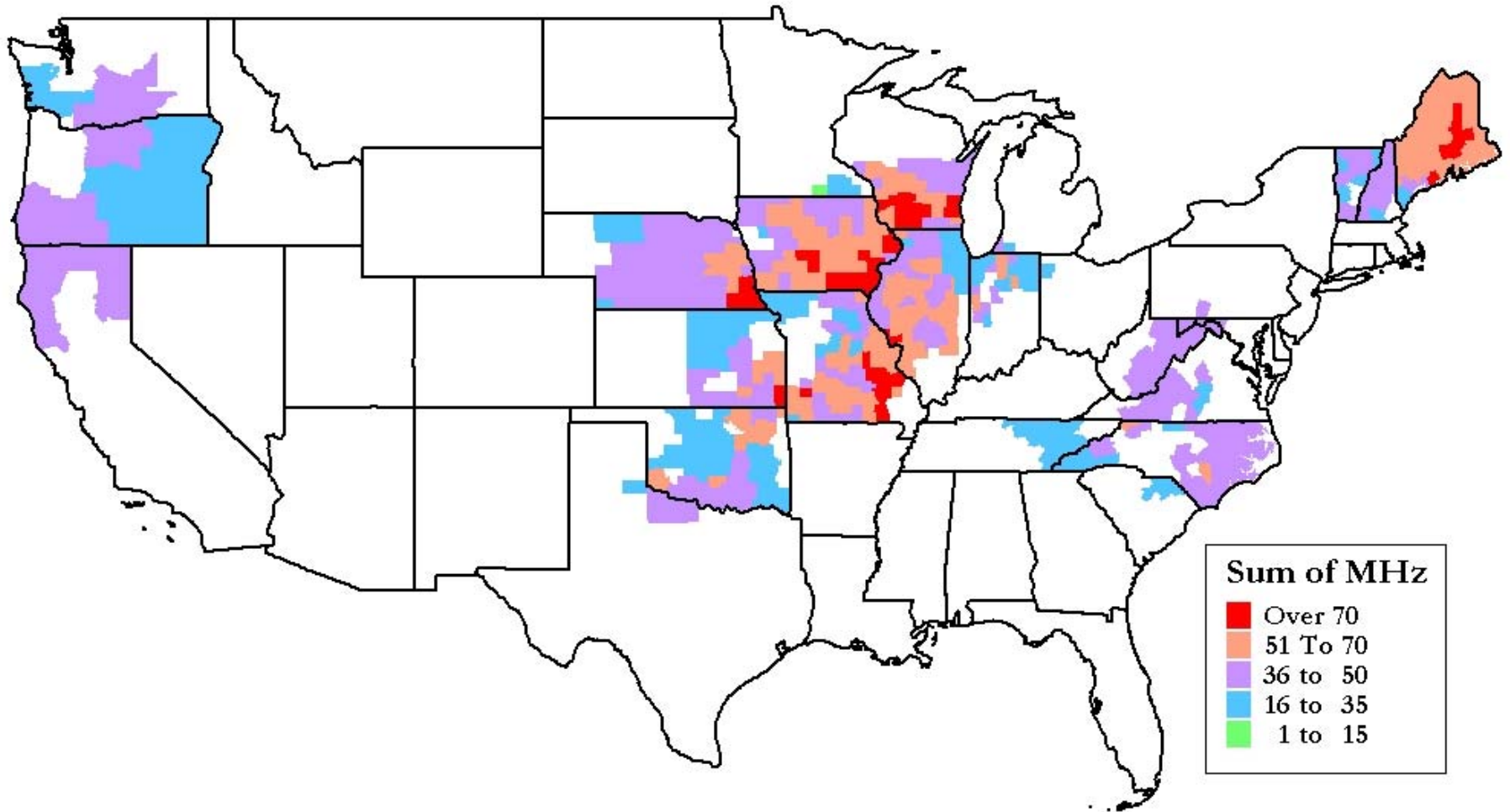


- CDMA 1XRTT → EVDO Rev. A → LTE
- 3G access for 98% of customers in 2010
- 4G/LTE field trials under way
- 4G/LTE test market in 2011

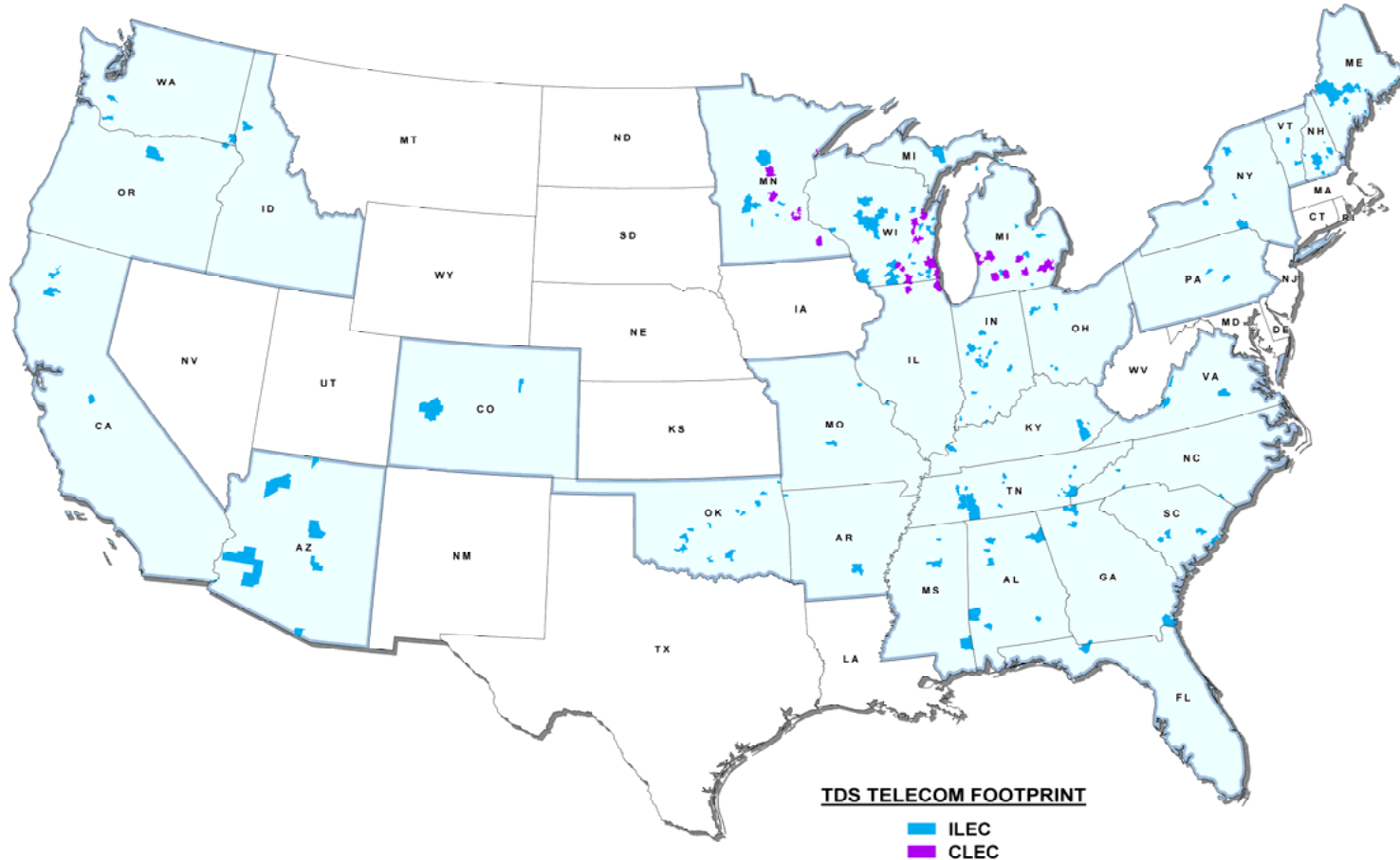
Spectrum



Currently owned and operated or won in auction by limited partnerships in which U.S. Cellular is a limited partner



TDS Telecom

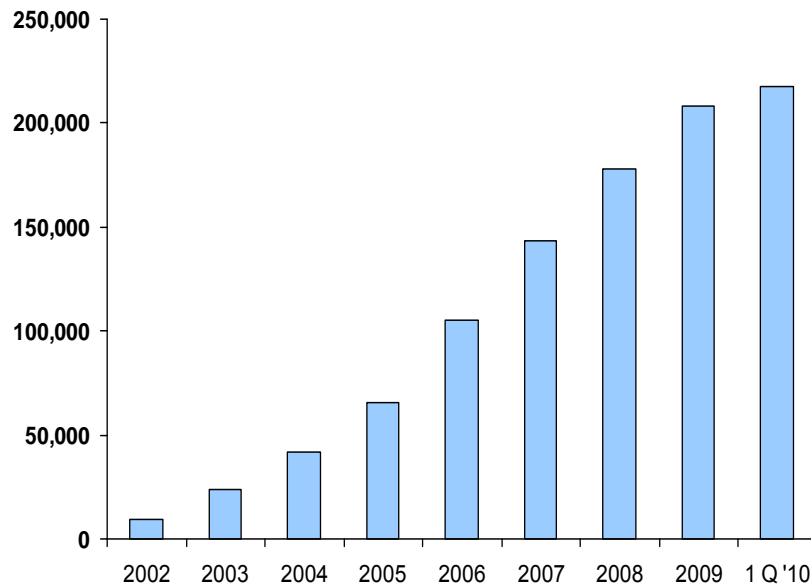


- Eighth-largest local exchange company
- 1.1 million equivalent access lines
- ILEC 76% residential and 82% rural / small town
- CLEC 80% small and medium commercial
- Strategy to be preferred broadband provider in its rural and suburban markets

Broadband and Bundling



High-Speed Data Growth



41% Penetration

Bundling Reduces Churn

Voice churn	1.5%
Voice + HSD churn	1.2%
Voice + DISH churn	0.8%
Triple play* churn	0.4%

***21% of ILEC residential customers have triple play bundles**

Strategies



- Compete aggressively for broadband pipe to the house; committed to increasing speeds
- Long-term view—business will evolve into two-competitor market with cable
- M&A (small ILECs and complementary businesses, such as managed services) to achieve growth and return objectives

National Broadband Plan



- TDS supports the overall goals and objectives of the National Broadband Plan
- Many benefits and risks to U.S. Cellular and TDS Telecom
- Very complex and lengthy—over 50 notices of proposed rule-making
- Court ruling may limit FCC's authority to act on certain aspects of the plan

TDS: A Strong Investment



- Financially strong
- Well-positioned in existing markets
- Strategies focused on providing exceptional customer experiences
- Experienced management teams
- Fortune 500[®] company

Thank You



- To the 12,300 associates and employees of the TDS companies
- To retiring U.S. Cellular president and CEO Jack Rooney
- To our shareholders and debt holders