

J.P. Morgan SMid Cap Conference





Kenneth R. Meyers
Executive Vice President and CFO



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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 ability to obtain and maintain roaming arrangements with other carriers; 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.



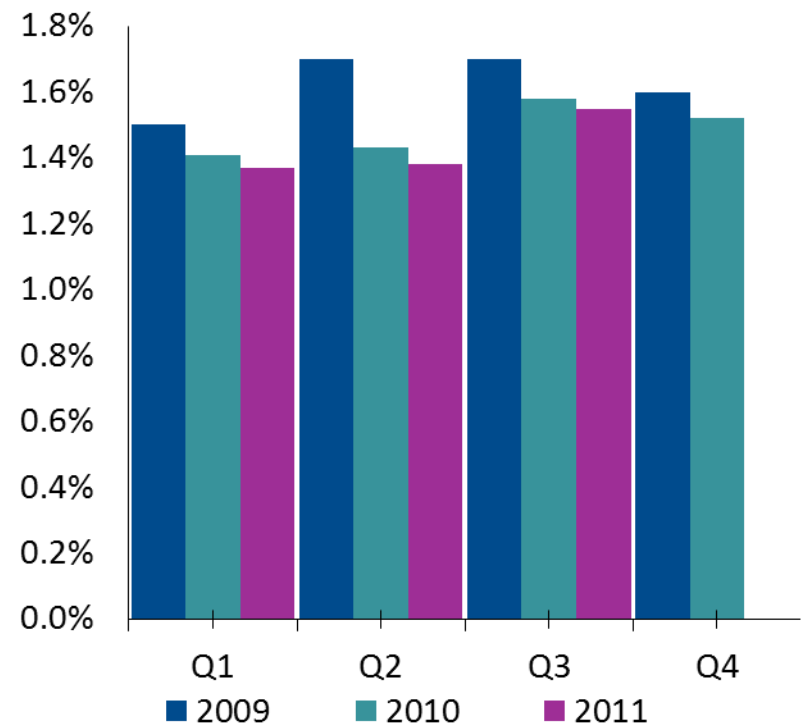
IMPORTANT INFORMATION:

This presentation is not a solicitation of a proxy from any TDS shareholder. This is being done only pursuant to a definitive proxy statement, as supplemented. Additional information relating to the foregoing is included in TDS' proxy materials filed with the Securities and Exchange Commission ("SEC") and distributed to shareholders. **INVESTORS AND SECURITY HOLDERS ARE ADVISED TO READ SUCH MATERIALS BECAUSE THEY CONTAIN IMPORTANT INFORMATION.** Shareholders and other investors may access such materials without charge at the SEC's web site (www.sec.gov) and on the TDS web site (www.teldta.com) in the Investor Relations section on the SEC filings page. In addition, shareholders may obtain free copies of the proxy materials by contacting TDS' information agent, MacKenzie Partners, at (800) 322-2885. TDS and its executive officers and directors may be deemed to be participants in the solicitation of proxies from TDS shareholders on behalf of the TDS board of directors in connection with the foregoing. Information concerning such participants and their respective direct or indirect interests in TDS by security holdings or otherwise is included in TDS' proxy materials.

1. Stimulating Growth

- Customer satisfaction
 - Maintain low churn rate
- Targeting new customers
- Device selection

Postpaid Churn



Strong Phone Line-up

 BlackBerry™



ANDROID™
POWERED PHONES

 Windows phone



BlackBerry®
Torch™ 9850



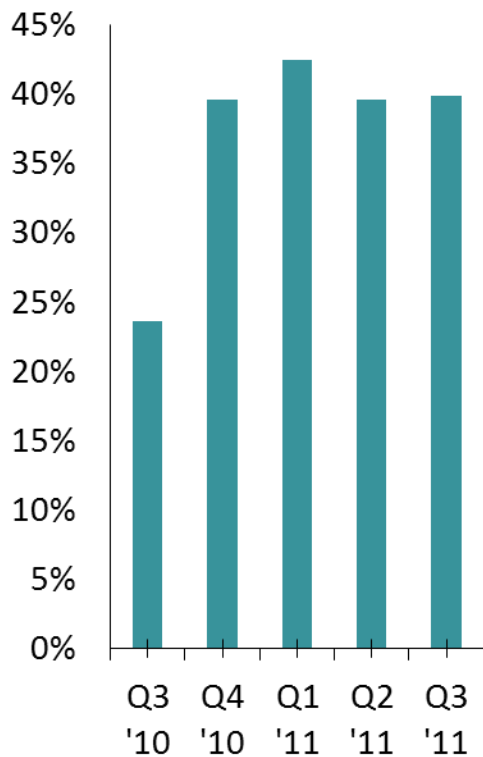
Motorola
ELECTRIFY™



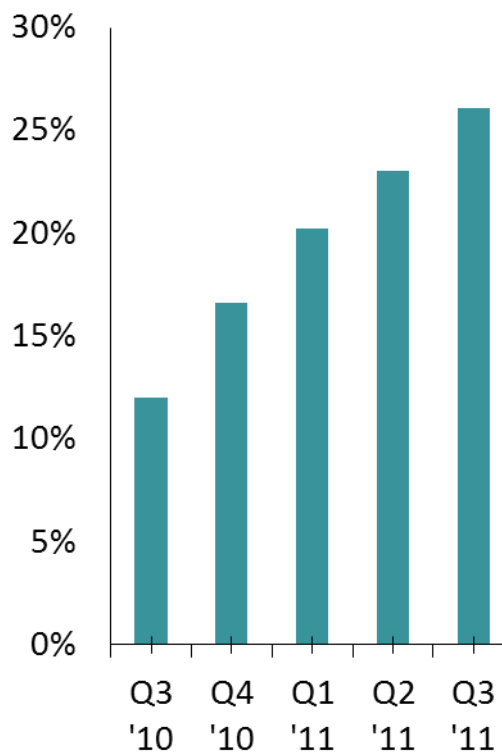
HTC 7 Pro™

2. Smartphone Penetration

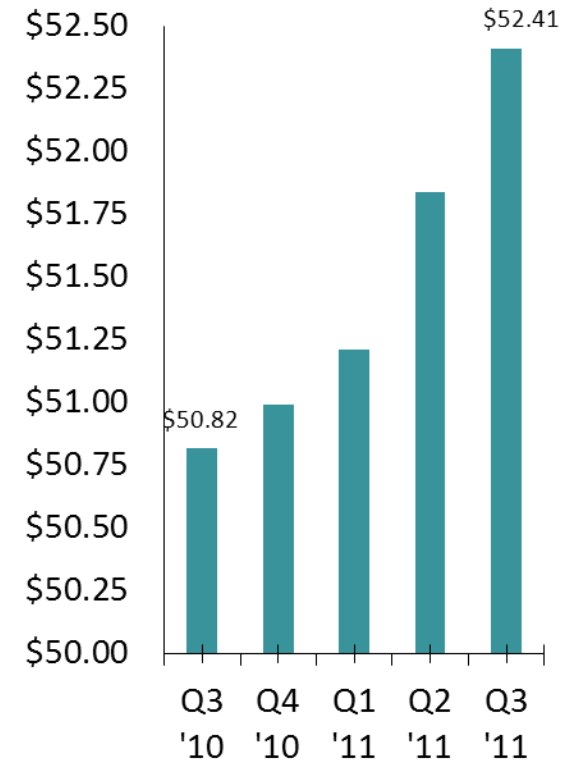
**Smartphones Sold
(% of total devices)**



**Smartphone Customers
(% of postpaid base)**



**Postpaid Average Monthly
Revenue Per Customer**



Accelerating 4G/LTE to Manage Data Growth

- First roll out planned for 24 markets
- Covers 25-30% of total subs
- Approximately 1,250 cell sites
- All using 700 MHz spectrum
- Target a full suite of devices at roll-out

3. Improve Margins

- New customers
- Increasing ARPU
- Growth in inbound roaming revenues
- Managing loss on equipment
- Spending on Enablement Initiatives
- Cost reduction programs

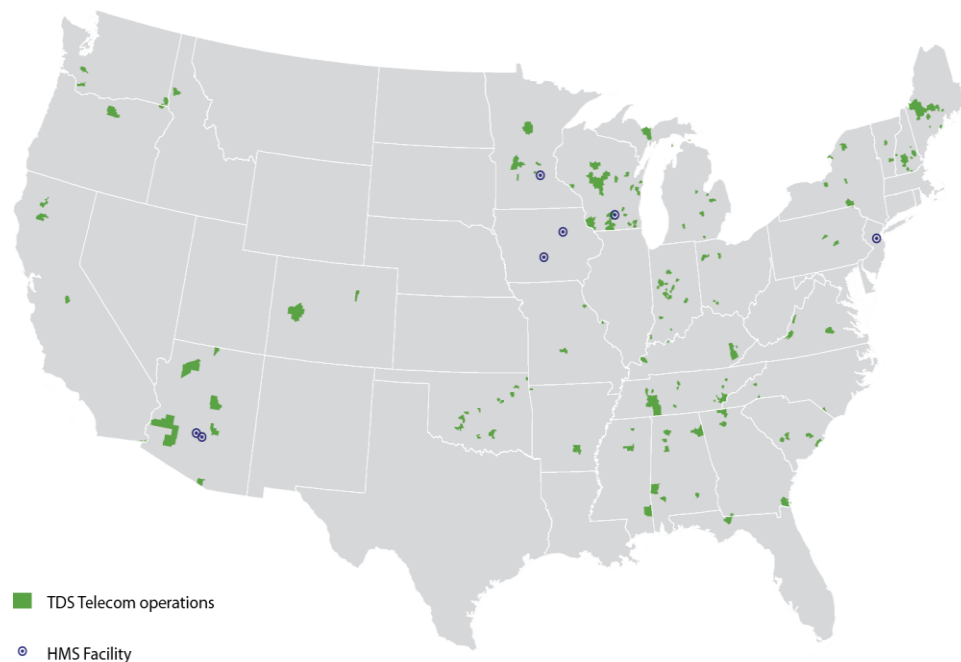


TDS Telecom

Strategy to be preferred provider of broadband, video and voice services



1. Increase broadband speeds
2. Drive penetration of Double/Triple Play bundles
 - IPTV
3. Build portfolio of Hosted and Managed Services offerings





Growing Broadband

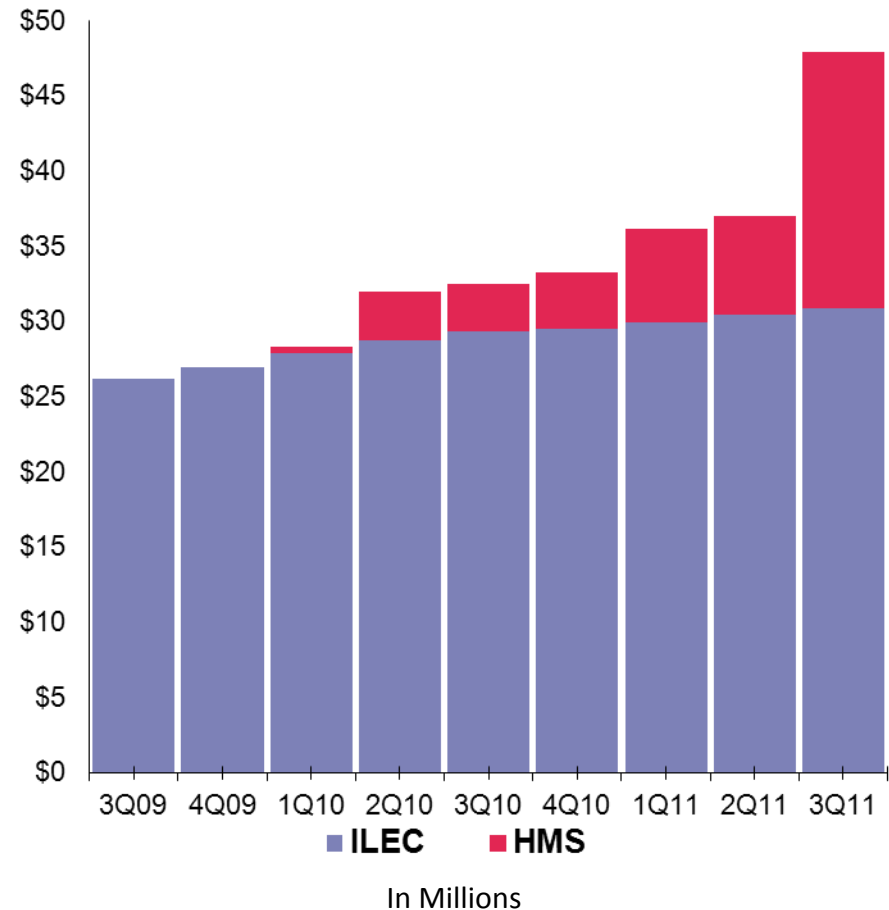
ILEC HSD customers

44.7% < 4 Mbps

38.6% 5-7 Mbps

16.7% > 10 Mbps

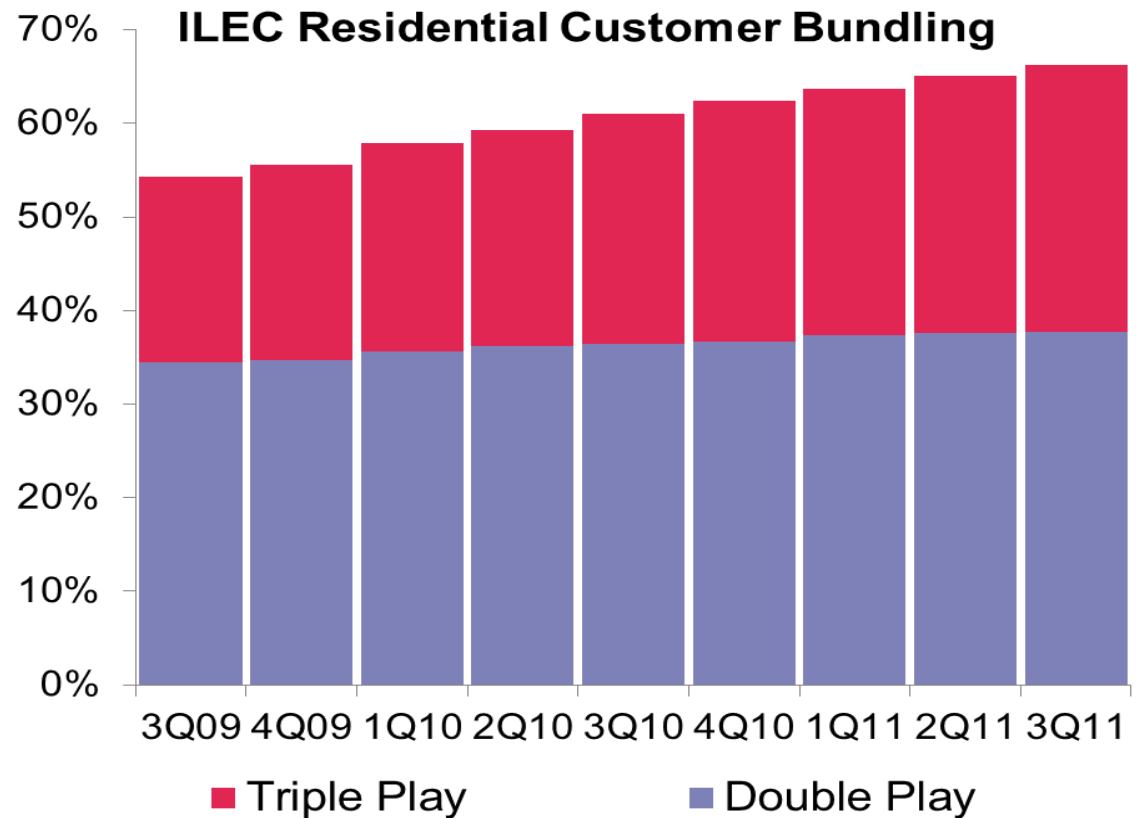
Some markets with 25 – 50 Mbps





Bundling to Improve Loyalty

Customers with more than one service from TDS Telecom are less likely to churn





Hosted and Managed Services

- Growth potential
- Logical adjacency to core business
- Fragmented supply chain
- Strong financial parameters





TDS Corporate

1. Regulatory developments
2. Share consolidation
3. Delivering value to shareholders

Regulatory Developments

Universal Service Fund and Inter-Carrier Comp Reform

- U.S. Cellular and TDS Telecom are active participants
- Risks to certain revenue streams, but also opportunities to recover, reduce costs and participate in new programs

Other areas of participation:

- Spectrum access and availability
- AT&T/T-Mobile merger



Share Consolidation Update

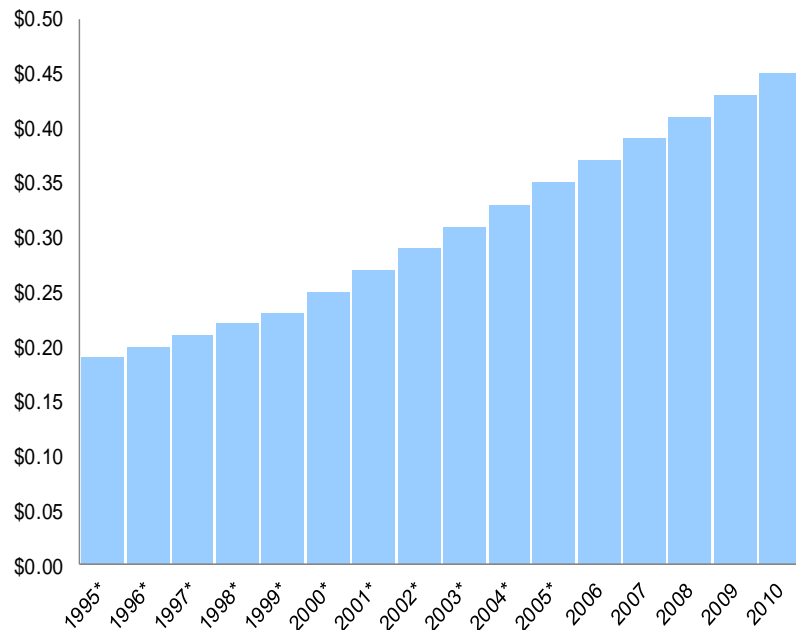
1. Share Consolidation Amendment – Reclassification Ratio now:
 - **Each Common Share would be reclassified as 1.087 Common Shares**
 - **Each Series A Common Share would be reclassified as 1.087 Series A Common Shares**
 - **Each Special Common Share would be reclassified as one Common Share**
2. Vote Amendment – a “vote freeze” would be set at the aggregate percentage voting power of the Series A Common Shares and Common Shares immediately prior to the effective time of the reclassification
3. Ancillary Amendment – amend and “clean up” various obsolete and inoperative provisions



Delivering Value to Shareholders

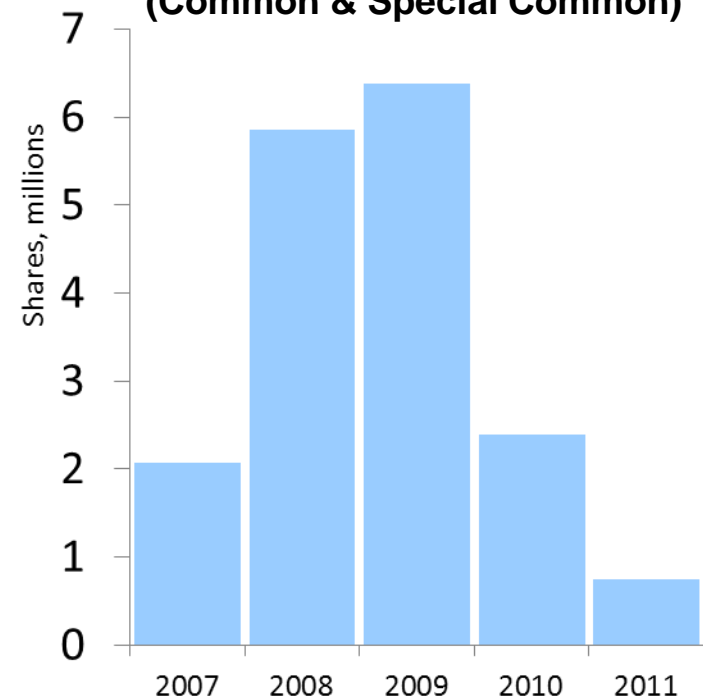
37 years of consecutive dividend increases

Quarterly Dividends Per Share



* Retroactively adjusted for the effect of a 2005 stock dividend.

Shares Repurchased (Common & Special Common)



15% of shares outstanding for a total of \$592.4 M



Investment Highlights

- Strategies focused on providing exceptional customer experiences
- Well-positioned in existing markets
- Experienced management teams
- Strong balance sheet; exceptional flexibility
- Fortune 500[®] company

Questions?

