



Annual Meeting of Shareholders
May 19, 2011





LeRoy T. Carlson Jr., President and CEO





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.



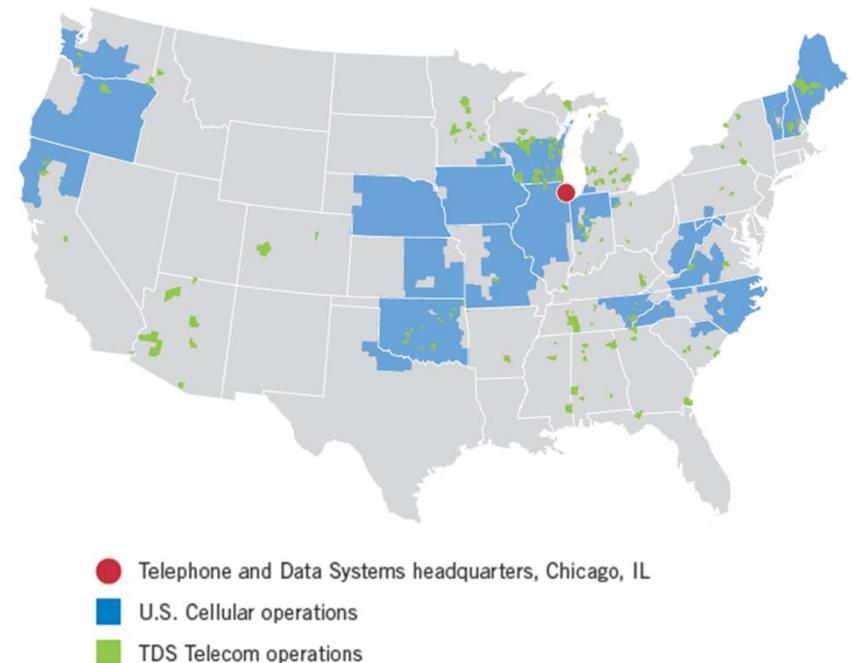
TDS Mission

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



TDS Overview

- Diversified telecommunications provider
- Two principal businesses:
 - U.S. Cellular—wireless
 - TDS Telecom—wireline
- More than 7 million customers in 36 states
- Fortune 500[®] member
- Long-term focus
- Strong balance sheet

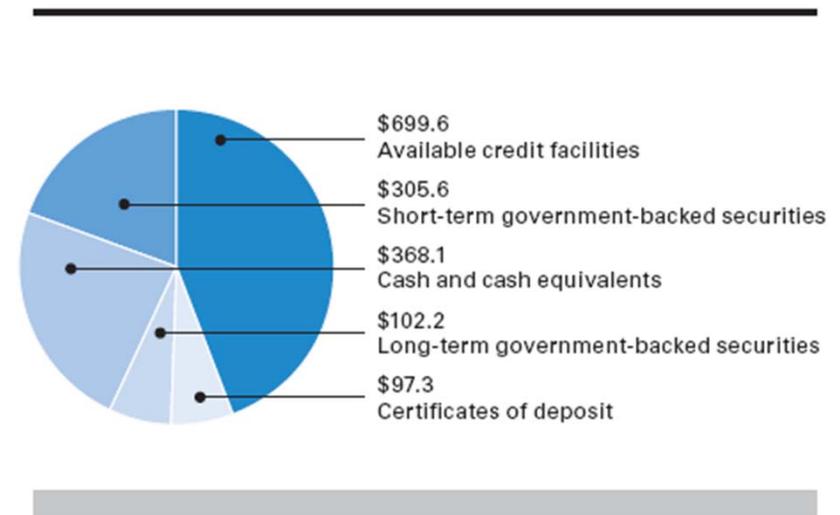




TDS Long-term Financial Objectives

- Financial flexibility to support business unit strategies
- Achieve return on capital greater than weighted average cost of capital in each business
 - U.S. Cellular—8.7%
 - TDS Telecom—8.5%
- Maintain investment-grade debt ratings

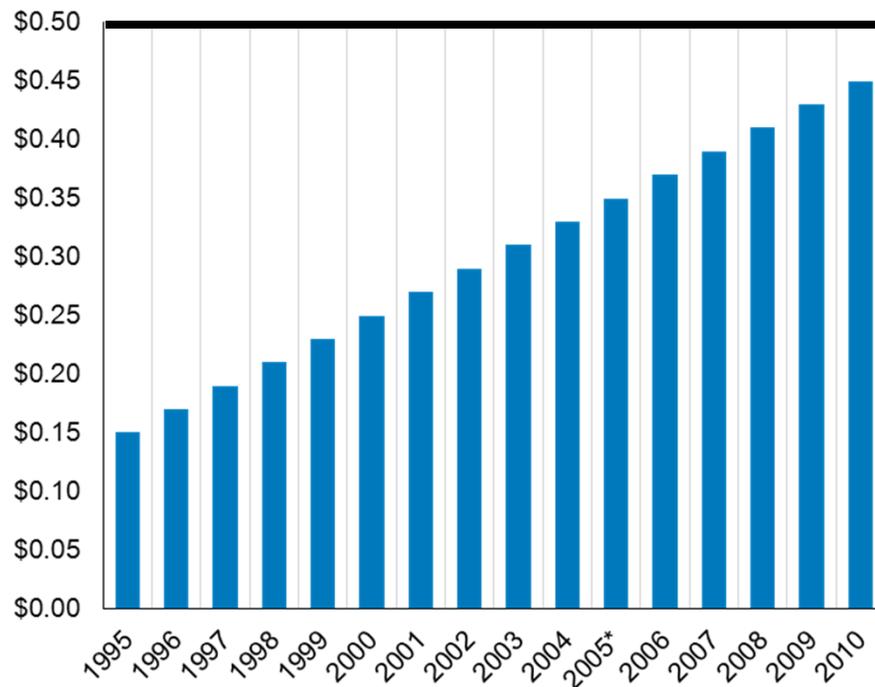
Liquidity
(in millions)





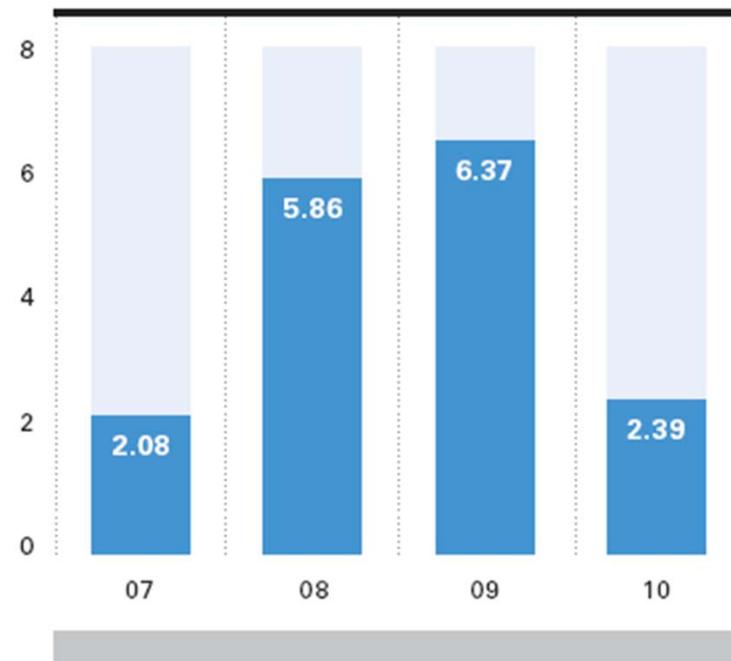
Delivering Value to Shareholders

TDS Annual Dividend Rate



* Dividends for 2005 and prior years have been retroactively adjusted for the effect of the 2005 stock dividend.

Shares Repurchased (TDS Common and Special Common) (in millions)





TDS 2010 Overview

- New U.S. Cellular President and CEO Mary N. Dillon in June
- Profitability impacted by cost to acquire wireless customers; declines in wireless revenues and customers
- Increased smartphone sales and use of data services
- Improved wireline revenues and operating margins

Among the 200 Most Trustworthy
Companies in the U.S.

– *Forbes Magazine and Audit Integrity*

U.S. Cellular Overview

- Sixth-largest wireless carrier in the U.S.
- High-speed nationwide network
- Competitive device portfolio—including Android®, BlackBerry®, Windows® smartphones
- Innovative and outstanding customer experiences



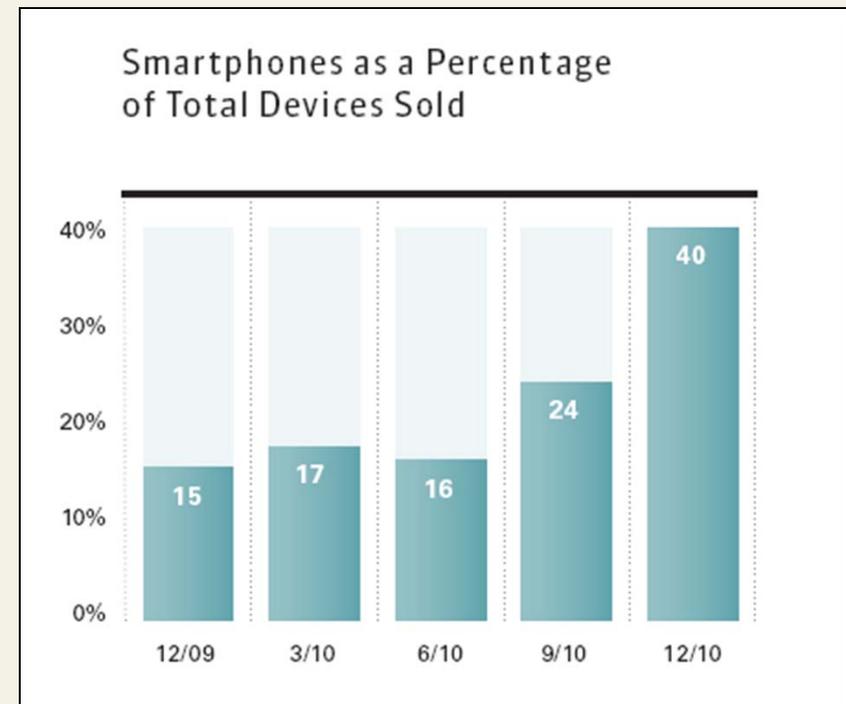
Differentiating through the Customer Experience

- Highest call quality and network satisfaction of any nationwide carrier
- The Belief ProjectSM—innovative customer experiences
- 1.8 million customers on Belief Plans as of March 2011

THE *belief*
PROJECTSM

Increasing Smartphone Sales and Data Use

- Doubled smartphone sales in 2010 vs. 2009
- Data use driving increase in average revenue per customer
- Adding 13 smartphones in 2011
- Smartphones now available for prepaid customers



Ensuring Outstanding Communications Experiences

- Eleven consecutive awards for call quality from J.D. Power and Associates
- Continuing to strengthen capacity
- Accelerating 4G/LTE rollout
- Spectrum sufficient for initial LTE rollout



Improving Agility and Efficiency

- Enablement initiatives to develop and deliver services faster and more effectively
 - **Billing and Operational Support System:** *Vendor selected for implementation*
 - **Enterprise Data Warehouse/Customer Relationship Management:** *More targeted marketing, deeper customer understanding*
 - **Web:** *Online sales and account management, customer ratings and feedback*

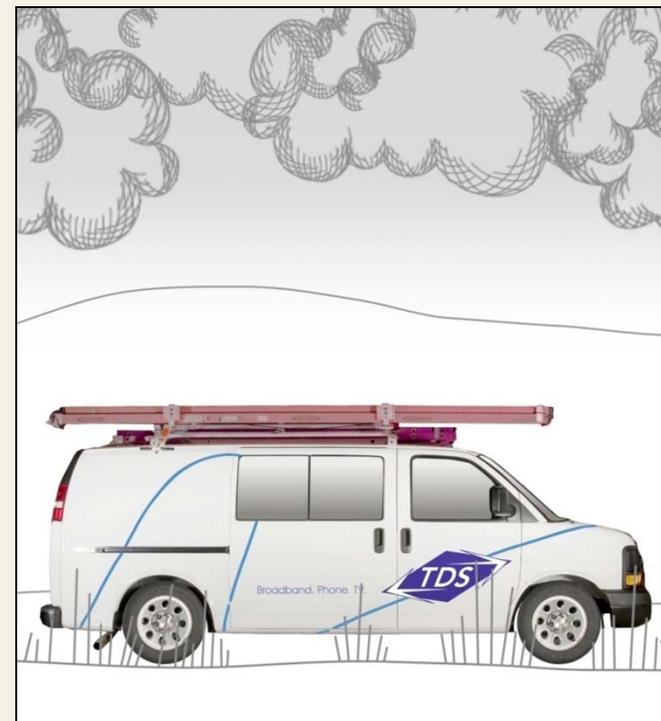
Strong Future for Wireless

- Smartphones becoming “essentials” for nearly all consumer and business segments
- Explosive growth in mobile traffic projected
- Evolution of tablets and development of other mobile devices will provide mobile capabilities beyond our imagination
- Increase in data use will continue to drive need for network speed and capacity
- U.S. Cellular evolving with the industry to provide innovative communications experiences



TDS Telecom Overview

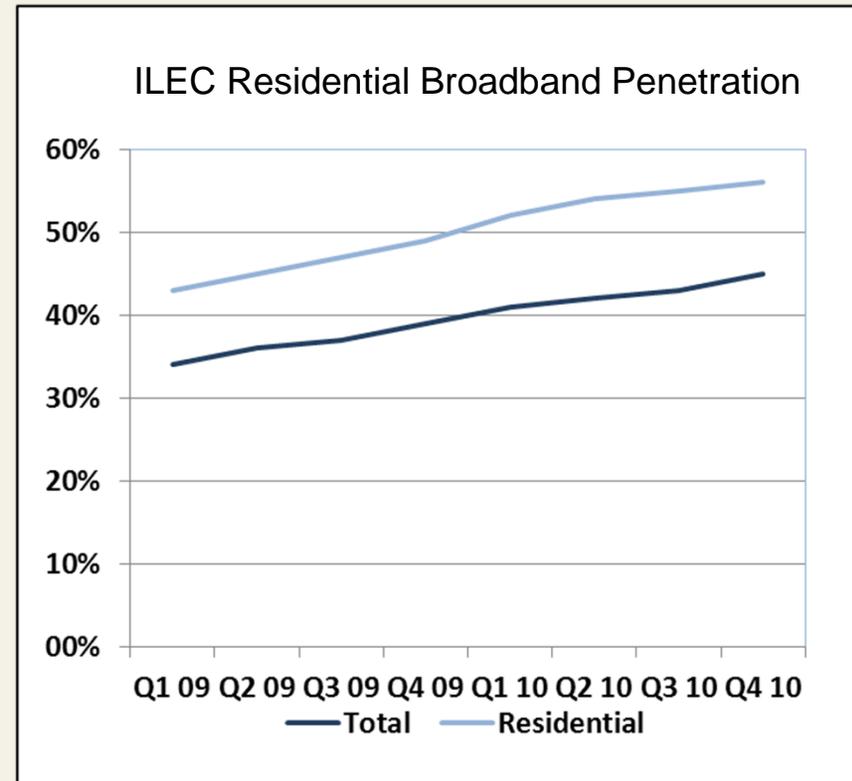
- Eighth-largest local exchange company in U.S.
- Strategy to be preferred broadband provider to residential and commercial customers
- Increased revenues and operating margins in 2010
- Approved in 2010 for 44 broadband stimulus projects





Driving Broadband Growth

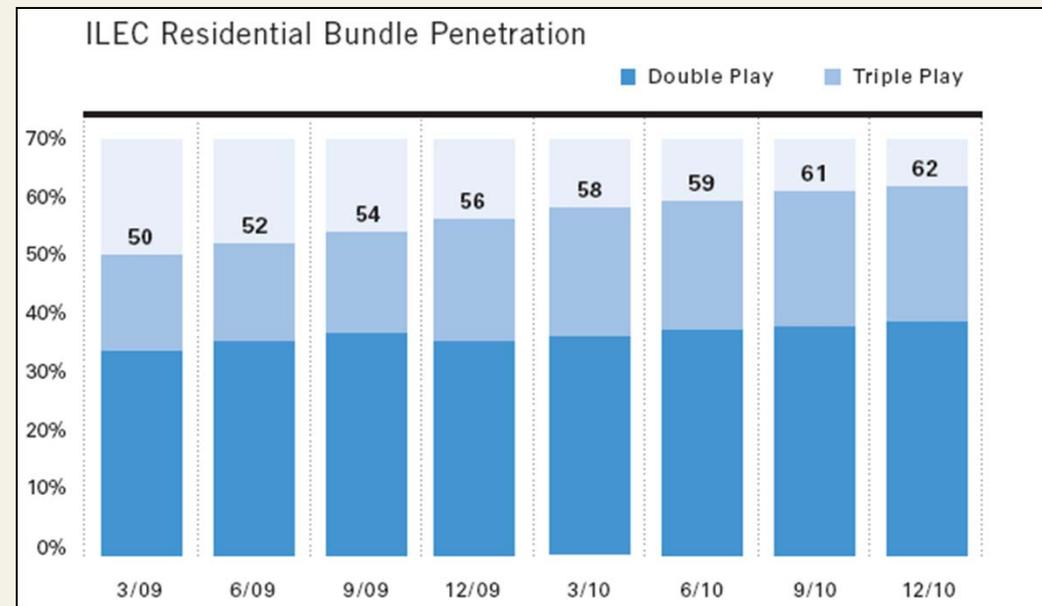
- Increasing broadband penetration through faster speeds, bundling
- 75+ percent of residential customers had 3Mbps or higher speeds in 2010
- More than 50 percent of ILEC lines capable of 10Mbps





Increasing Residential Customer Loyalty

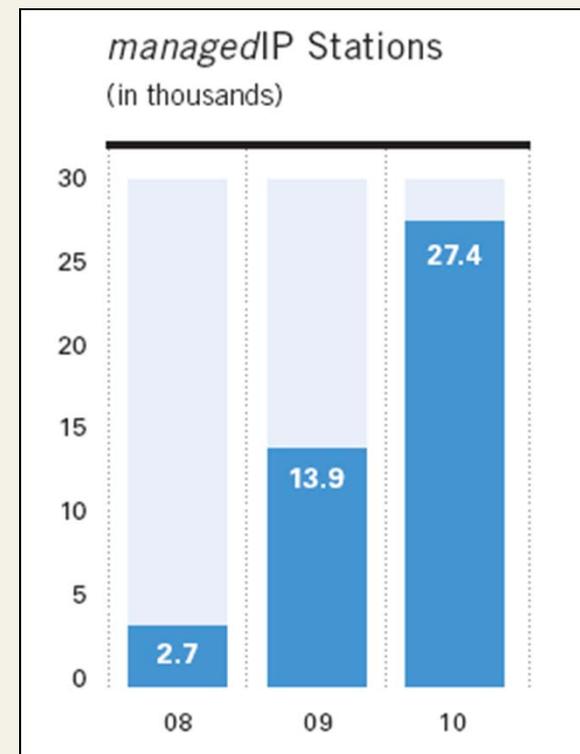
- Successful bundling strategy: broadband + voice + video
- 62 percent of ILEC residential customers have 2 or more services
- Monthly churn rate for triple-play customers is .05 percent





Building A Strong Commercial Base

- Nearly doubled *managedIP* stations in 2010 vs. 2009; available in 13 states
- Added hosted and managed services (HMS) offerings
- Looking for additional HMS acquisition opportunities



Looking Forward



- **U.S. Cellular**
 - Attract new customers through improved advertising, marketing and sales strategies
 - Offer at least 13 new smartphones and devices
 - Accelerate 4G/LTE rollout and add 3G capacity
- **TDS Telecom**
 - Increase residential market share by increasing broadband speeds, bundling, expanding IPTV to new markets
 - Expand *managed* IP portfolio and availability, build hosted and managed services offerings

Thank You



- To the 12,100 dedicated associates and employees of TDS, U.S. Cellular, TDS Telecom and Suttle-Straus
- To the shareholders and debt holders of TDS and U.S. Cellular



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