

Exhibit I - Samples of Advertising and Outreach Materials



**Wireless service is important to you.  
Helping you get it is important to us.**

With our Lifeline Calling Plans, U.S. Cellular® offers discounted wireless service to participants of certain government assistance programs. To get more information or to apply, visit us at [uscellular.com/lifeline](http://uscellular.com/lifeline) or give us a call at 1-800-447-1339.

**For just \$31.74, you get:**

- 700 Anytime Minutes
- Unlimited Incoming Calls and Text Messaging
- Free activation (\$30 value)

 **U.S. Cellular**

**Things we want you to know:** The Lifeline Calling Plan/Lifeline discounts are available only to residents in states where U.S. Cellular is an eligible telecommunications carrier (ETC). To purchase this Lifeline Calling Plan or to receive Lifeline discounts, you must participate in one of the eligible programs and reside within U.S. Cellular's ETC coverage area based on the ZIP code of your home address. Lifeline subsidies may only be applied once per household on either your landline or your wireless service. Eligibility to receive Lifeline discounts will be verified annually. Lifeline Calling Plans support all of the federal universal services provided for in 47CFR Sec. 54.101. Additional terms and conditions apply. See store or [uscellular.com](http://uscellular.com) for details. ©2011 U.S. Cellular.

BURST\_2\_Upper\_D\_BW

USC-PRD-11-xxx

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	<b>Printed at:</b> None	<b>Updated:</b> 1-24-2011 3:55 PM	<b>EPro:</b> tjacobso	<b>Job:</b> 6768CON1009-024648																																																				
<b>Released</b> 00.00	<b>Title:</b> 2011 Lifeline - Common  <b>1st insert:</b> 1/25/11 <b>Version:</b> LN02 <b>Pubs:</b> see ad rotation	<b>Production notes:</b> - .5 pt. keyline on trim prints - Black prints 100K  <b>ACTUAL ART</b> - All type, waves, and logo  <b>FPO ART</b> - Photographic art	<b>Inks, Images &amp; Fonts :</b> ■ Black  BURST_2_Upper_D_BW_LR.psd (Gray; 750 ppi, -750 ppi; 20%, -20%), USC_B&W.eps (25.4%), 206141AA05zg100.eps (Gray; 359 ppi; 41.75%)  Berthold Akzidenz Grotesk (Medium Condensed, Light Condensed), Frutiger (57 Condensed), SanukOT (Regular, Bold), Trade Gothic (Bold, Medium)	<b>Inks, Images &amp; Fonts Cont'd :</b>																																																				
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<b>Live:</b> None <b>Trim:</b> 5" x 5" <b>Bleed:</b> None <b>Gutter:</b> None <b>Scale:</b> 1" = 1" @ 100%																																																								
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