

Exhibit J
U.S. Cellular
State of Washington

In 2010, U.S. Cellular advertised its service offerings throughout its licensed service area in Washington. Advertising media used to advertise service offerings included television, radio and newspaper. The mix of advertising media used is designed to reach the largest target audience possible and the message is structured to pique consumer interest in the products offered by U.S. Cellular. The wireless telephone industry is very competitive, successful service providers must continuously reach out to existing and potential subscribers to ensure they are aware of the latest technology and service offerings.