

Exhibit 1.1.B.B

(1 of 5)

Things we want you to know:

The map shows an approximation of service coverage. Actual coverage may vary. Service may be interrupted or limited due to weather, terrain, customer equipment or network limitations. Coverage indoors may also vary. U.S. Cellular does not guarantee coverage.

Service agreement required. All service agreements subject to an early termination fee. Credit approval required. \$30 activation fee. Roaming charges, fees, surcharges, coverage charges and taxes apply. 911 Regulatory Cost Recovery Fee applies. This is not a tax or government required charge. Network coverage and reliability may vary. Usage rounded up to the next full minute. Use of service constitutes acceptance of our terms and conditions. Other restrictions apply. See store for details.

easyedge Phone Download Service: U.S. Cellular-approved phone required on all easyedge plans. easyedge is a service mark of U.S. Cellular. Application charges apply when downloading applications. All other trademarks and brand names are the property of their respective owners.

Picture Messaging requires a U.S. Cellular-approved phone and usage plan. Picture Messaging not available in all areas. You may be charged for picture messages sent from your phone, even if not delivered to the intended recipient due to system or compatibility issues. U.S. Cellular is not responsible for content of pictures.

Signal Dial Direct Plus is an insurance plan administered by The Signal and underwritten by Assurant Solutions companies. A summary of coverage is available from The Signal by calling 1-800-480-0167.

Unlimited Mobile-to-Mobile rate applies to calls you make or receive to and from other U.S. Cellular customers in your Mobile-to-Mobile Calling Area (see map for details). Roaming indicator on your phone must be off for Mobile-to-Mobile rates to apply.

Text Messaging: U.S. Cellular does not guarantee message delivery or timeliness. 160-character limit per message for Text Messaging. U.S. Cellular not responsible for content of messages. Charges apply if no package is selected or if existing package is exceeded. By using Text Messaging, you agree to be bound by all terms and conditions at www.uscellular.com/messaging/terms.

Directory Assistance: Airtime and applicable toll charges will apply. Directory Assistance charges apply to all Directory Assistance calls.

Unlimited Incoming Calls are not deducted from package minutes and are only available when receiving calls in your calling area.

Unlimited National Night and Weekend Minutes only available on National Plans.

Unlimited Night and Weekend Minutes valid Monday through Friday, at either 7 p.m. to 6:59 a.m. or 9 p.m. to 5:59 a.m. (dependent on calling plan) and all day Saturday and Sunday. Night and Weekend Minutes are available in your calling area only.

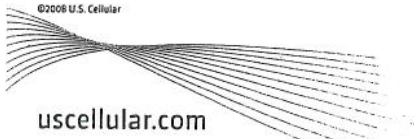
Smartphones require purchase of data plan for entire term of service agreement. Data access available in U.S. Cellular data coverage areas. easyedge service not available. Picture messaging (MMS) available on select devices. Smartphone features intended for accessing intranets, e-mail and Internet. U.S. Cellular-approved equipment required. Smartphone features may not be used for other purposes (e.g., continuous file transfers, telemetry, Web camera posts, peer-to-peer file sharing), or to substitute for private line, frame relay, or other dedicated connection. Such use or use of more than 5 GB per line per month may result in termination of service without notice.

Windows Mobile smartphones — Windows Mobile data plan required. Windows Mobile is a registered trademark of Microsoft Corporation in the United States and/or other countries.

BlackBerry smartphones — BlackBerry® data plan required. Research In Motion, the RIM logo, BlackBerry, the BlackBerry logo and SureType are registered with the U.S. Patent and Trademark Office and may be pending or registered in other countries — these and other marks of Research In Motion Limited are used under license.

All other products or service names are property of their respective owner.

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SINGLE LINE PLANS MOBILE-TO-MOBILE:

You can talk as much as you'd like with other U.S. Cellular® customers with Unlimited Mobile-to-Mobile Calling. Calls must be made and received in the U.S. Cellular Mobile-to-Mobile calling area. See map below for details.

UNLIMITED MOBILE-TO-MOBILE COVERAGE AREA



Unlimited Mobile-to-Mobile Calling

Mobile-to-Mobile Calling Area

Map depicts an approximation of coverage area. Actual coverage may vary. User may incur roaming charges at borders of calling areas.



SINGLE LINE PLANS Coverage Maps and Calling Plans

Single Line Plans that give you more An array of coverage areas, features and options to fit your lifestyle. All backed by the only wireless services provider that puts you first.



At U.S. Cellular®, we're not just in the business of connecting calls. We're in the business of connecting people. And we believe pride and respect aren't just words. They're words to live by. We believe the most important thing about your phone is the person on the other end, and we'll work harder than anyone to keep you connected to them. That's why, if you ever have questions, you can visit a store or call 1-888-944-9400, and we'll be there to help you. This is U.S. Cellular, and we believe in something better.

DISCOVER THE DIFFERENCE

- Put our network, products and customer service to the test for 30 days
- Change your calling plan at any time during your service agreement without signing a new contract
- Renew your contract and take advantage of new phone pricing before your current contract ends

Miscellaneous

Activation Fee \$30.00

Important Numbers

Customer Service 1-888-944-9400
 Order at Home 1-888-BUY-USCC
 1-888-289-8722
 Business Services 1-866-USC-4BIZ
 1-866-872-4249

INCLUDED FEATURES

Voice Mail

Our Voice Mail service answers calls when you can't.

Caller ID

Lets you know who's calling before you answer.

Call Waiting

Stay connected with one call while answering another.

Call Forwarding

Transfer incoming calls to any other phone number when you're not with your wireless phone.

Three-Way Calling

Add a third party to your current call.

Directory Assistance

Call Directory Assistance, by dialing 411 from your wireless phone, to get the phone numbers of the people and businesses you need. You can also get additional information like movie times and locations, restaurant listings and more. In addition to the Directory Assistance charge, airtime and toll charges may apply.

International Dialing

International Dialing gives you direct access to over 200 countries. Consult a U.S. Cellular® representative or visit www.uscellular.com/countrycodes for country rates and availability.

Unlimited Incoming Calls

Receive unlimited incoming calls from anyone, anywhere, anytime within your calling area without using your Anytime Minutes.

order at home FREE delivery
1-888-BUY-USCC
uscellular.com

OPTIONAL FEATURES

For pricing on the services listed below, refer to the services pricing brochure.

Unlimited Night and Weekend Minutes

Unlimited Night and Weekend Minutes, including nationwide long distance, are available on all calling plans. Wide Area Night and Weekend Minutes. \$6.00/mo. National Night and Weekend Minutes. \$8.00/mo.

Unlimited Mobile-to-Mobile Calling \$6.00/mo.

Unlimited calling to and from other U.S. Cellular® customers within your Mobile-to-Mobile Calling Area. See Mobile-to-Mobile Calling coverage area for details.

Text Messaging

Send and receive text messages from your wireless phone or any e-mail address. All packages and the Pay-As-You-Go option include FREE incoming messages.

Picture Messaging

Instantly share pictures with friends and family by sending a picture message to their e-mail or wireless phone. All packages and the Pay-As-You-Go option include FREE incoming messages.

International Text Messaging

Text over 100 countries from your wireless phone. There is no extra fee for the text messages you send and incoming messages are still free. Consult a U.S. Cellular representative or visit www.uscellular.com/countrycodes for country availability.

Signal Dial Direct Plus® Wireless Phone Insurance

Replaces or repairs your phone if it's lost, stolen or damaged. See Signal Insurance brochure for coverage details. Underwritten by: Assurant Solutions companies.

Payment Options

No checks to write. No stamps to buy. We can automatically deduct your wireless phone bill from your checking/savings account or bill your credit card at no extra cost. Or pay your bill online at www.uscellular.com.

Detailed Billing

Shows the time, date and cost of every wireless call on your monthly bill. Available upon request at no additional charge.

easyedgeSM Phone Download Service

Get what you want, when you want it. Ringtones. Wallpaper. Games. Music. News. Weather. Sports. Stock quotes. Web access. Check out what's available at www.uscellular.com/easyedge.

100 Roaming Minutes \$10.00/mo.

Add even more value and flexibility to any Wide Area Plan by purchasing up to 400 nationwide roaming minutes.

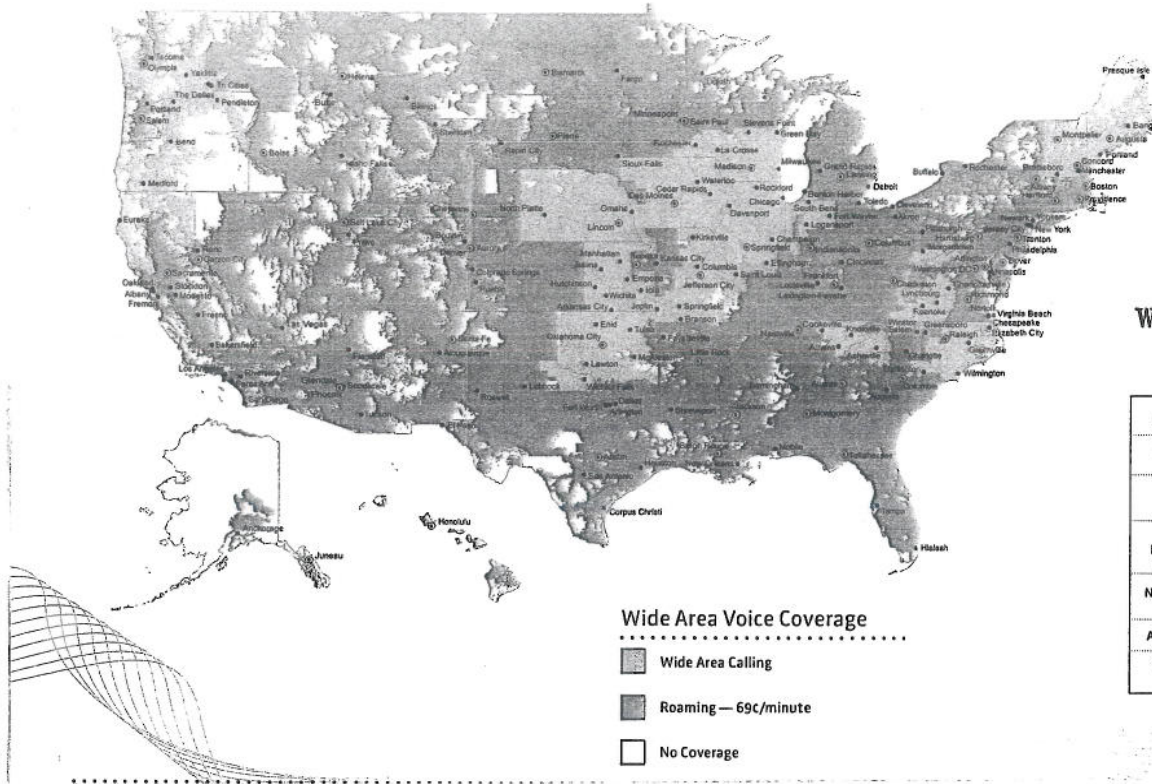
OTHER SERVICES

BlackBerry® Wireless Solution and Windows Mobile® Smartphones

Get it done on the run. Send and receive e-mails, access the Internet, manage your schedule, playback multimedia and make calls, all from one device. For more information visit www.uscellular.com/smartphones.

Family Plans

Share your minutes without sharing your phone with the convenience of one bill. With Family Plans from U.S. Cellular®, up to five lines can share minutes on one account. See Family Plans brochure for details.



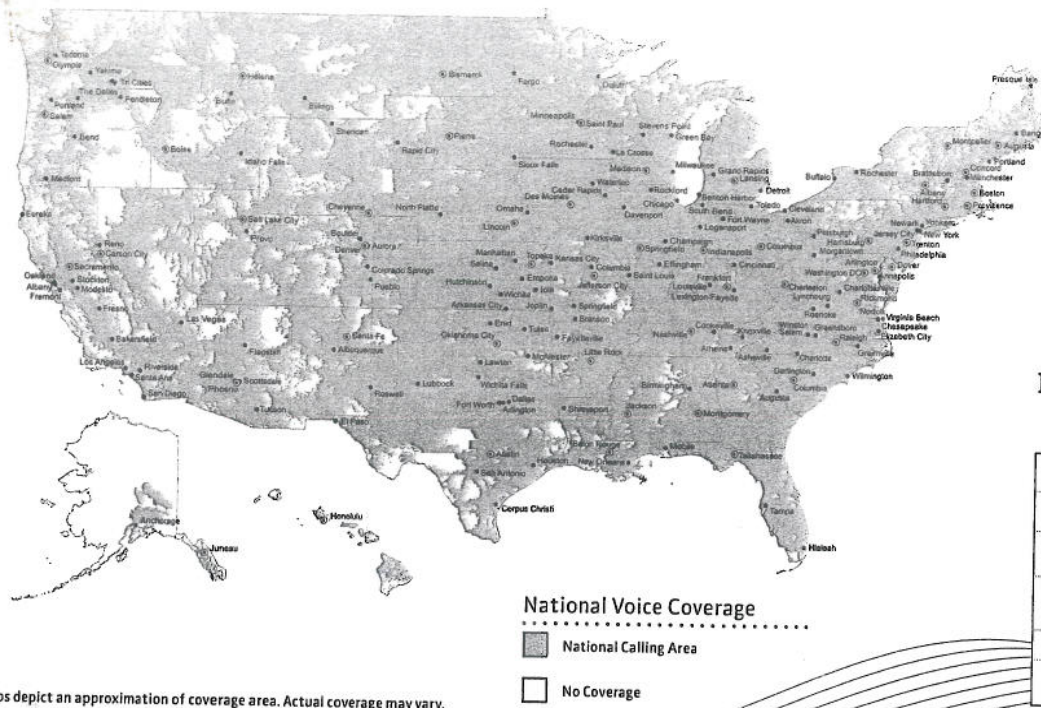
WIDE AREA PLANS

Perfect if you make calls primarily from areas close to your hometown and nearby cities. If your calls occur within the coverage area below, you can use your minutes anytime, anywhere. Also great if you travel occasionally and need flexibility from roaming charges.

You will love the added benefit of having the following features: Voice Mail, Call Waiting, Caller ID, Call Forwarding, Three-Way Calling and Incoming Text Messages included at no charge. Plus no long distance charges.

WIDE AREA SINGLE LINE PLANS PRICING

Anytime Minutes	700	1000	1300	2000	3000	5000
	Monthly Access	\$3999	\$4999	\$5999	\$7999	\$9999
Incoming Calls	Unlimited					
Roaming Minutes	available for purchase	30 roaming minutes in addition to your Anytime Minutes				
Night and Weekend Minutes	available for purchase starting at 9p.m.	Unlimited starting at 7p.m.				
Additional Minutes	49c/min.		25c/min.			
Text and Picture Messaging	no charge for incoming text and picture messages					



Maps depict an approximation of coverage area. Actual coverage may vary.
User may incur roaming charges at borders of calling areas.
Rates subject to change without notice. See reverse side for other information and restrictions.

NATIONAL PLANS

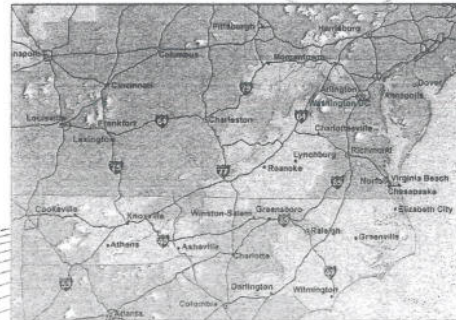
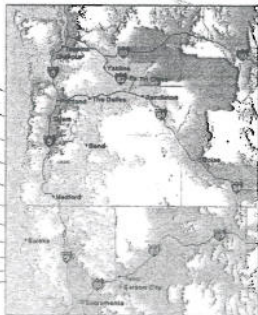
Ideal if you travel around the country and need to make calls freely in all 50 states. Complete freedom from roaming and long distance charges.

You will love the added benefit of having the following features:
Voice Mail, Call Waiting, Caller ID, Call Forwarding, Three-Way Calling and Incoming Text Messages included at no charge.

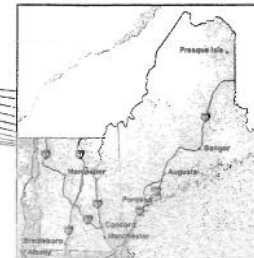
NATIONAL SINGLE LINE PLANS PRICING

	450	650	900	1350	2000	4000
Anytime Minutes	450	650	900	1350	2000	4000
Monthly Access	\$3999	\$4999	\$5999	\$7999	\$9999	\$14999
Incoming Calls	Unlimited					
Night and Weekend Minutes	available for purchase starting at 9 p.m.		Unlimited starting at 9 p.m.		Unlimited starting at 7 p.m.	
Additional Minutes	49c/min.			25c/min.		
Text and Picture Messaging	no charge for incoming text and picture messages					

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CLOSE UP VIEWS OF WIDE AREA



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 or give us a call at 1-800-447-1339.

For just \$31.74, you get:

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



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. ©2009 U.S. Cellular.

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