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**May 21, 2009**

**BLUEGRASS CELLULAR WELCOMES MARK BORIGHT AS NEW CHIEF FINANCIAL OFFICER**

ELIZABETHTOWN, KENTUCKY – Bluegrass Cellular welcomes Mark Boright to the company as Chief Financial Officer. Mr. Boright has held several financial positions and brings with him over 16 years of experience in the wireless industry. Before accepting this position, Boright served as CFO of Triton Boats, a boat manufacturer in Ashland City Tennessee.

"It is with great pleasure that I welcome Mark to the Bluegrass Cellular Executive team," said Ron Smith, President of Bluegrass Cellular, Inc. "Mark and I worked together during the birth of the wireless industry at GTE Mobilnet and I look forward to another successful collaboration here at Bluegrass Cellular."

Prior to Triton Boats, Boright's last wireless position was at SBC (now known as AT&T) where he held the offices of Wireless Corporate CFO and Midwest Region CFO. As CFO of SBC, he assisted with the integration of Pac TEL (PBMS) wireless start-up and the Ameritech and SNET acquisitions. "I am excited to be a part of a growing wireless carrier in the heart of Kentucky," said Boright. He also said, "I feel very fortunate to be a part of Bluegrass Cellular's passion for providing wireless voice and data services to residents in rural areas of Kentucky, and I look forward to contributing to the company's continued success by leading its financial operations." Prior to SBC his history includes 6 years at GTE Mobilnet where he held several financial positions during the wireless industry start up. Mr. Boright is a graduate of Ohio University and is a CPA in the state of Texas.

Headquartered in Elizabethtown, Kentucky, Bluegrass Cellular has been operating in Kentucky for over 19 years with 21 company owned retail locations and over 35 authorized agent locations. A pioneer in the wireless field in the state's rural areas, Bluegrass was the first to offer digital cellular service to Central Kentucky in 1998. For more information on Bluegrass Cellular and for local store hours and information, visit [bluegrasscellular.com](http://bluegrasscellular.com) or call 1-800-928-CELL.

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