



For immediate release

Kevin Hankins Joins Cellular South as Chief Operating Officer

RIDGELAND, MS, June 8, 2009 - Cellular South, a leader in wireless solutions and innovation and the nation's largest privately owned wireless communications carrier, has named Kevin Hankins as Chief Operating Officer (COO). Mr. Hankins is a graduate of Oglethorpe University and brings over twenty years of experience with telecommunications service provider and technology companies to Cellular South.

In his new position as COO at Cellular South, he will be responsible for revenue generation, operational efficiency enhancements, internal and external customer quality and expanding product offerings.

"Kevin's expertise in telecom and technology, as well as the insights he brings to strategy and operations, represent key requisites for this juncture of Cellular South as we focus on taking Cellular South to the next level," said Hu Meena, Cellular South President & CEO. "Kevin is a strong leader and is passionate about what he does."

Cellular South has been a leader in the wireless industry for more than twenty years and was one of the first wireless companies to introduce free incoming calls and flat rate calling plans to its customers. The company's dependable wireless network survived Hurricane Katrina, the nation's worst natural disaster, and for many in the affected area was the first and only means of communication available during and after the storm.

"Cellular South has enjoyed a high level of success and excellent results primarily due to putting customers first, and exceptional management practices and rigor. The people and the company as a whole have passion, focus and values I believe many in our industry have lost to a great extent," said Hankins. "I am proud to join Cellular South and look forward to building upon our heritage to grow our business and provide our customers with products and solutions, and a customer experience that are second to none."

Cellular South partnered with **CarterBaldwin Executive Search**, a leading provider of retained executive search services, to lead the search for the position of COO at Cellular South. Terry Addington, partner at CarterBaldwin who specialized in wireless communications, telecom and hi-tech businesses, led the search for Hankins.

"Cellular South needed an expert with a strong focus on a very customer-centric company culture and leading organizational growth," said Addington. "Kevin was the perfect fit because he has a strong immediate background in systems and processes and is experienced in inspiring teams to excellence."

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About Cellular South

Cellular South is a privately-owned diversified mobile communications company passionately committed to helping customers get the most out of their wireless devices and services. The nation's largest privately owned wireless communications provider accomplishes this goal by providing the most reliable and advanced 3G nationwide wireless voice and data network, offering industry-leading family and unlimited flat rate voice, text and mobile web plans, and through its online and in-store Discover Centers, which give customers easy, simple and convenient tools, tips, advice and information on how to get the most out of their mobile phone. For more information, go to www.cellularsouth.com.

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