

The Belief Project Fact Sheet

U.S. Cellular is the first wireless company to broadly roll out a game-changing, first-of-its-kind way of doing business – The Belief Project – that recognizes customer loyalty with freedom from continuous contracts, a robust rewards program, earlier phone upgrades at promotional prices and simplified national rate plans. We listened to consumers' frustrations about wireless service and this is what they told us:

- **90 percent** said wireless providers should earn their loyalty, not require it by having to sign a contract.
- **87 percent** said they shouldn't have to sign a service contract just to stay with their current wireless carrier.
- **84 percent** said 24 months is too long to wait to get a good deal on a new cell phone.
- **80 percent** said wireless providers should do something about overages and the big bills that come from them.

So, U.S. Cellular has committed to solving each one. Here are the innovative solutions that elevate the customer experience and create a human relationship, not a contractual one:

No Contract After the First One

Sign an initial two-year commitment and you won't have to sign another contract, ever again.

Earlier Phone Upgrades

Upgrade your phone at a promotional price every 18 months—or as soon as 10 to 11 months with Belief Points—without signing a new contract.

Belief Rewards

Earn Belief Points for being a customer and redeem them for faster phone upgrades and more.

Phone Replacement

Take comfort if your phone is ever accidentally damaged, lost or stolen. Phone replacement is included at no additional cost with any Premium or Premium Plus Plan.

Belief Plans

Choose the national voice, messaging and data plan that's right for you.

Overage Cap

If you go over your monthly voice minutes, you won't pay more than \$50 in overage charges for a Single Line Belief Plan, or \$150 for a Family Belief Plan.

Auto Pay & Paperless Billing Discount

Get up to 5 percent off your monthly bill just for going paperless and signing up for auto pay.

Even More to Believe In

As a U.S. Cellular customer, you'll get the added benefit of other free features like Battery Swap, Overage Protection, My Contacts Backup, and Free Incoming Calls, Texts and Pix.

To find out more, visit uscellular.com.