

# **BellSouth Cellular Corp.**

## **General Fact Sheet**

- Company Name:** BellSouth Cellular Corp.  
1100 Abernathy Rd., Ste. 500  
500 Northpark Town Center  
Atlanta, Georgia 30328  
404-604-6100
- Company President:** Stan Hamm, Group President--Mobile Systems,  
BellSouth Corporation and President of BellSouth  
Cellular Corp.
- Operating Units:** BellSouth Mobility Inc  
Odie Donald, President  
American Cellular Communications Corporation  
Bob Frame, President
- Employees:** More than 4,200
- Customers:** 1.7 million customers in markets managed by  
BellSouth and its partners
- POPS:** 49.4 million (controlled)
- Operations:** 190 cities in 15 states, 48 MSAs (Metropolitan  
Service Areas,) including partnerships, 44 RSAs  
(Rural Service Areas,) including partnerships
- Overview:** BellSouth Cellular Corp. was created in June, 1991,  
to manage BellSouth's domestic cellular  
operations, which include more than 1.7 million  
customers in 15 states in markets managed by  
BellSouth and its partners. It is the third largest  
cellular service provider in the country (based on  
population figures), and its companies provide  
service in 15 of the 50 top markets such as Los  
Angeles, Houston, Miami, Atlanta and Milwaukee.
- A unified staff and management team at BSCC  
provides the direction, administrative and support  
functions for the two operating cellular companies,  
BellSouth Mobility Inc (BMI) and American  
Cellular Communications Corporation (ACC).  
BMI and ACC handle marketing, sales,  
installation, customer service and overall  
operations responsibilities.

***Operating Units:***

BellSouth Mobility Inc was incorporated in October, 1983 and has been providing cellular service throughout BellSouth's nine-state region since May, 25, 1984. It serves more than 857,000 customers in the Southeast in Alabama, Georgia, Florida, Kentucky, Louisiana, Mississippi, South Carolina and Tennessee. BMI is a MobiLink service provider.

American Cellular Communications Corporation serves more than 866,000 customers in 22 major cities including Los Angeles, Houston, Milwaukee, Indianapolis and Richmond, Virginia. Other markets include Mobile, Alabama; Jackson, Mississippi; Bakersfield, California; Honolulu, Hawaii and other key locations throughout the Midwest.

***Products and Services:***

BSCC and its agents offer a full range of cellular phones and products. The most popular types of phones are transportables, followed by portables and then mobile installed phones.

Value added services in some markets include ProLink One Number Service, Personal Info Clips (PIC), Info Connect, free Star Numbers, custom calling features, Follow Me Roaming® service, free 911 calls and emergency road service.

***New Technologies:***

BellSouth is constantly testing new technologies to be able to provide the highest quality cellular service available. BellSouth is currently testing TDMA digital cellular in Los Angeles and E-TDMA in Mobile, Alabama.