

We're excited about the successful launch of our most advanced data product, **easyedge**<sup>SM</sup>.

We experienced excellent growth in 2003 in our short messaging service, or SMS, with revenues for the service growing 270 percent over 2002 to \$17 million. Our next step into data is **easyedge**<sup>SM</sup>, a robust wireless-data product that offers customers access to more than 150 downloadable applications, including games, news, sports information, ringtones and stock quotes.

We introduced **easyedge**<sup>SM</sup> only after a trial run in one of our markets – to ensure that it was a service our customers would want and value. We learned the importance of getting everything right before we launched. That meant having the back-office support in place, having applications that were easy to use, and making sure our associates knew every aspect of the new product to best support our customers.

So we gave each of our associates an **easyedge**<sup>SM</sup> enabled handset. We asked them to use it and understand all of its capabilities. Now, all of our associates can effectively communicate the features and benefits of **easyedge**<sup>SM</sup> service to current and potential customers.

Supporting versatile, powerful digital products such as **easyedge**<sup>SM</sup> requires a state-of-the-art, reliable and expandable network. At the end of 2003, we had upgraded more than 75 percent of our wireless network to CDMA 1X technology, a three-year initiative we began in 2002.



CDMA 1X offers customers access to data, speeds the delivery of information and improves the quality of the wireless experience. We believe CDMA is technology of the future for the wireless industry, and that's one of the reasons we've chosen it for our network. We're on target to complete the conversion process on time and under budget by the end of 2004.

Besides upgrading the network technology, we improved our market coverage by adding more than 500 cell sites to the network in 2003, making it stronger than ever. We also opened a new network operations center in Schaumburg, Ill., to provide more support for our network.

Offering Great  
Products and Services