



UScellular
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**Re: Empower Rural Iowa Emergency Broadband Expansion Program (NOFA #006)
Application 418288 - Cedar County 5G Broadband Expansion**

UScellular Experience

Rural Broadband deployments that expand access to high-speed internet to rural communities have never been more critical. UScellular is committed to bringing these capabilities to rural America by leveraging nearly 40 years of connectivity and technology experience supporting rural communities, businesses and governments.

Our strategy accelerates local innovation and bridges the digital divide by connecting rural America.

Our 5G network addresses a wide variety of use cases including fixed wireless for telehealth, telecommuting and remote learning, and other mobility-based technology needs such as smart manufacturing, smart retail and smart farming. UScellular has already rolled out 5G in parts of eighteen states and will continue expanding coverage with rolling launches across the footprint. Additionally, we began delivering fixed wireless High-Speed Internet services to homes and businesses in 2018.

UScellular is continually building a stronger network, now with the latest 5G technology, to offer services that improve consumers' lives and the ability of businesses to compete. Utilizing our substantial spectrum and device portfolio, including 5G CPE(Customer Premises Equipment) through industry leader Inseego, we are enabling customers to capitalize on the benefits of high speed, low latency mobile and broadband communications. We continually look for opportunities to expand our coverage to underserved areas.

UScellular's Experience in Iowa

UScellular has been a part of Iowa for over 30 years since it first expanded to the state in 1987. In fact, approximately 20% of UScellular's 5 million subscribers reside in Iowa, and over 680 associates work across the state in over 120 retail stores, two engineering facilities, three offices and one state-of-the-art Customer Care Center.

Additionally, the company's initial 5G deployment already covers more than 650 communities across Iowa. This is why Kirkwood Community College knew they could turn to UScellular to develop solutions including hotspots to tackle the technological issues of keeping their faculty and students connected in the Covid era. We continue to work with them to adapt our solutions as their needs evolve. The Empower Rural Iowa Emergency Broadband Expansion Program will



allow us to continue expanding outward from Iowa urban areas into more rural communities where we can provide these essential services.

UScellular invested \$66.8 million in its Iowa network during 2020. This includes \$41 million in 5G upgrades that bring customers faster data speeds, a more responsive experience, and the ability to connect more devices to the network at the same time.

“At UScellular, we understand that you need a fast network that keeps up with your lifestyle, so we continue to invest in the latest innovations and technology to ensure you can connect to the people, information and entertainment you need no matter where you are,” said Mike Adams, director of sales for UScellular in Iowa. “We also are dedicated to the neighborhoods where we live and work and, through local donations and volunteerism, we are investing in the future of our communities.”

Additionally, as we continue to build out our 5G device portfolio, we invested \$3.1 million in Iowa retail store environments in 2020 to create a better shopping experience and showcase the variety of smartphones, tablets, hotspots and wireless tech accessories available for customers. This includes 49 new, relocated, redesigned or updated stores across the state.

“We take the responsibility of keeping our customers connected very seriously, and every investment we make in our network is designed to enhance their wireless experience,” said Deanna Taylor, UScellular’s director of sales in West Iowa. “Last year showed us that wireless service has never been more essential, so we are dedicated to bringing the latest technology to more of our customers to ensure they can stay connected to the people and information they need.”

For the sixth year in a row, UScellular donated \$1 million to Boys & Girls of America to support youth in its communities - \$101,000 went directly to five clubs in Iowa.