



PRESS RELEASE
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ATLANTIC SEAWINDS HOLD GRAND OPENING CELEBRATION

Shallotte, NC - Atlantic Seawinds, a subsidiary of Atlantic Telephone Membership Corporation and the licensed Cingular provider for Brunswick County, has announced the opening of a new Cingular retail store in the Southport community.

The new Southport Super-Store will be located at 1671 North Howe Street in the Super Wal-Mart Shopping Center on Highway 211 and will provide customer support for new and existing customers. Cingular phones and accessories will be sold there as well, and activations will be available. Store hours will be Monday – Friday 9AM – 7PM and Saturday 10AM – 6PM.

The store's official Grand Opening will be held on Saturday, February 5, 2005 from 11:00 AM – 3:00 PM and will be open to the public. Food will be provided throughout the day by Wings and Things Mobile Catering, and numerous prizes will be given away, including a Grand Prize, a Motorola V3 Razr Phone valued at \$500. In addition, the store will hold a wide array of special promotions, such as free phones with activations, bonus rollover minutes and goodie bags for any customer who activates service or upgrades their existing plan.

“Atlantic Telephone Membership Corporation and Atlantic Seawinds are very excited about the opening of this store, which will be the first of three scheduled for this year,” said Percy Woodard, General Manager/CEO. “This is a great opportunity to work with the residents and businesses in the Southport area, and we look forward to becoming an integral part of the community. We will provide exceptional customer service and obtain 100% customer satisfaction.”

Atlantic Seawinds has plans to open other wireless retail stores in Leland and Shallotte later this year and has recently embarked on a ten-million-dollar expansion to double the size of the network by building more towers and upgrading existing ones. The addition of 23 new wireless transmission sites will expand the Cingular Wireless footprint to areas of Brunswick County that currently have little or no wireless coverage. The additional towers will also dramatically improve signal strength in existing coverage areas, enhancing call quality and making it easier to use Cingular Wireless service, both outdoors and indoors. Numerous sites have been upgraded, and the project should be completed within the next 18 months.

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