

FOR IMMEDIATE RELEASE:

John Dolan

CEO/President

P: 212-555-1111

F: 212-555-1111

E: jdolan@northcoastpcs.com

NORTHCOAST PCS' "BIG PACKAGE" CALLING PLAN NEW WEAPON AGAINST WIRELESS GOLIATHS

NOVEMBER 3, 2003—CLEVELAND—In its increasing battle over the wireless customers in Northeast Ohio, regional wireless company Northcoast PCS unleashed its **BIG PACKAGE** calling plan. The **BIG PACKAGE** was strategically created to make cell phone customers to stand up and take notice and make the wireless giants to run for the hills.

“The **BIG PACKAGE** basically offers wireless users in Northeast Ohio unlimited local and regional calling, unlimited long-distance and unlimited text messaging, all for \$49.95 a month for a limited time offer,” explained John Dolan, Northcoast CEO. “And that’s just the tip of the wireless iceberg. Also included in this price are voicemail, caller I.D., call waiting and 3-way calling. It’s a calling package that the national wireless companies can’t come close to touching.”

The plan’s unlimited long distance covers the 48 contiguous states and Canada, and its unlimited regional calling includes the area bordered by Lorain and Painesville, east to west and south to Akron.

“The **BIG PACKAGE** is just a expansion of our company mission,” Dolan said. “Which is to provide our valued customers with the most reliable and cost effective means of communications available. We think the new **BIG PACKAGE** does that in spades. With all that the plan offers, you can say we give customers all the features of a land line, including text messaging, with the convenience and mobility of a wireless.”

Northcoast's Basic Service...Without a Contract...Ever

The 20-year old company has been offering local and regional wireless service to customers for the last 20 years and has 11 locations throughout the Northeast Ohio area. Northcoast's most popular service is a basic plan at \$34.95 a month for unlimited local and regional calling. And unlike most wireless companies, Northcoast doesn't make its customers sign a contract, so there are no hidden charges that hide in a contract's small print.

Northcoast's Unlimited, VM and SMS Plan

Northcoast PCS will also offer a less expensive plan at \$44.95 a month that offers unlimited local and regional calling, unlimited text messaging (SMS—short message service), voicemail and caller I.D. For an additional \$3, customers can also add Caller I.D. blocking.

Northcoast's Unlimited Plus SMS Plan

Unlimited Plus SMS plan offers consumers unlimited local and regional calling, unlimited text messaging (SMS—short message service) for \$39.95 a month. This plan is perfect for teenagers who need local service and love text messaging.

Northcoast PCS—DBA for Cleveland PCS, LLC—is a wireless service provider that offers the latest in digital wireless service and technology. The company holds licenses in Cleveland and Akron, Ohio. For more information about Northcoast PCS, visit www.northcoastpcs.com or call 440-000-0000.

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