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PINE BELT WIRELESS NETWORK GROWS AGAIN

New Tower in Yellow Bluff is Eighth for Pine Belt in Wilcox County

ARLINGTON, AL (January 7, 2010) - With the completion of a new cellular tower in Wilcox County this month, Pine Belt dominates the calling region with 45 cellular towers that provide the most consistent cell coverage and strongest signal in five West Alabama counties that include Wilcox, Perry, Choctaw, Marengo and Dallas. "No other cellular carrier in the region has the signal strength or number of towers that Pine Belt Wireless does," commented Pine Belt President, John C. Nettles.



Pine Belt Wireless' Yellow Bluff Tower

Pine Belt's newest tower is located in Yellow Bluff and will improve service to residents of Yellow Bluff and the surrounding area as well anyone travelling along Highway 10 back and forth across the river between Camden and Pine Hill. Brian Horton, Pine Belt's Plant Operations Manager, has overseen construction of the cellular tower and commented, "Pine Belt is focused 100 percent on providing the best possible coverage to everyone we serve. It's not always an easy job and it

requires a lot of time and even more money, but that's what we are here for, and that's what we're going to do."

Of the 45 cellular towers owned and operated by Pine Belt, 8 are located in Wilcox County. Pine Belt also has thirteen towers in Dallas County, nine in Choctaw County, five in Perry County and ten in Marengo County. "We were the first to bring cellular service to the region almost 20 years ago when we helped form an 11-county partnership with several other independently owned companies. We later divested from the group and formed our own company, Pine Belt Wireless, in 1993," added Nettles. "Most

people don't realize that Pine Belt has over \$20 million invested in the telecommunications infrastructure in the area and local expertise that specifically understands our telecommunications needs in rural counties. If you want to know about telephone, cellular and internet



Brian Horton at the tower control center

services around here, come talk to us. Our company is built on home grown ideas and principles. We know how to put the latest technology to the best use here at home," continued Nettles.

The latest tower is the 7th added to the Pine Belt network in the last 12 months. "We are starting 2010 in the same way that we ended 2009 which is by continuing to expand our network and enhance its capabilities. No other carrier comes close to the investment that we have made in the local area. It is one more way that Pine Belt's commitment to our West Alabama communities



Mike Willard and Dallas Anderson making final adjustments

can be seen. The Yellow Bluff tower is not the last for 2010. We will be adding additional coverage in Perry and Dallas counties in the months ahead," added Nettles.

Pine Belt Wireless is a family owned and operated company with deep roots in

Wilcox County. The company is a sister to Pine Belt Telephone Company which has been providing landline based services to Arlington, Dixons Mills, Sweet Water and Nanafalia for over 50 years. The company was founded by Dr. James D. (Buddy) Nettles in 1958 and remains family owned and 100% dedicated to the needs of the citizens of this area.

Pine Belt Wireless started its mobile telephone operations in 1995 and is licensed by the FCC to provide mobile telephone services for the five counties of Choctaw, Marengo, Dallas, Perry & Wilcox covering a population in excess of 110,000 via its digital network on 45 towers. Additionally, Pine Belt Wireless maintains cooperative relationships with two of the top four national carriers allowing its customers to benefit from being able to use their "home based" services nationwide without excessive roaming charges. To service its customers Pine Belt Wireless owns and operates five Radio Shack franchise stores in Selma, Camden, Marion, Linden and Butler. The Camden store was the fourth of the five, originally opening its doors in early 2000 with Sandy Curl as its manager. Curl said "When I moved to

Camden it was good timing for me because Pine Belt had just started its expansion into different service areas and planning to open my store here. When I interviewed for the job of store manager I was impressed by the commitment to the betterment of the area that was evident in what they had done up to that point as well as the plans they shared with me then. I have truly enjoyed being a part of a company as dedicated to the area as Pine Belt. I have seen a lot of changes and improvements in many areas since joining the Pine Belt team. It may seem like it took a long time to get this site built but no matter, I'm extremely proud and excited to be a part of this progress. Everyone at Pine Belt takes the motto "Neighbors You Can Call On" seriously and that's what sets us apart from the companies managed from far-away places by folks that can barely even find Camden and Pine Hill on a map much less tell you where their towers are or what kind of coverage to expect at specific places along the way."

The Pine Belt Companies are headquartered in Arlington, Alabama, at 3984 County Road 32. To learn more about Pine Belt Wireless and its affiliated company operations call 334-385-2106 or visit any of the Pine Belt Wireless Radio Shack. Additional information can be found on the Internet at www.pinebeltTALK.com.

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