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## U.S. Cellular Corp. Q4 2007 Earnings Call Transcript

### Question-and-Answer Session

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[Operator Instructions].

Your first question comes from Simon Flannery

**Simon Flannery - Morgan Stanley**

Okay. Thank you. Good morning. Just have a point of curiosity, first of all maybe you could just talk about what happened last week with the delay to the results and just if there's any? anything we need to know about that? More particularly on the wireless outlook for 2008 I think during your comments, you made some comments about Q4 being tough, talked about the rising equipment subsidies, talked about the heavy advertising required by you and seen at your competitors. We've had some significant pricing actions by some players in the first quarter, the economy's got worse. And yet your guidance, your outlook is reasonably constructive. Can you just contrast what really? despite all of the headwinds that we're seeing, what sort of turns things around from the momentum slowdown that you saw in the fourth quarter and then delivers on the '08 guidance? Thanks.

**Kenneth R. Meyers - Executive Vice President and Chief Financial Officer**

Hi, Simon. This is Ken. I'll take the first of the question.

**Simon Flannery - Morgan Stanley**

Thanks.

**Kenneth R. Meyers - Executive Vice President and Chief Financial Officer**

And what happened last week was we thought we were close, we had one thing we had to check. And given our philosophy of, it's going to be right, we decided to take the time to check something out. Finding it didn't have any substantial effect on any of the numbers that you saw, we actually wound up moving something on the balance sheet, about \$20 million. And that's all it was. But, it's one of those cases where we're going to be safe and we will take our time and we will get it done and get it done the right way.

In terms of the kind of business going forward, let me get Steve Campbell talk about that a little bit.

**Steven T. Campbell - Executive Vice President, Chief Financial Officer and Treasurer, U.S. Cellular**

Yes. Simon, I think the first thing that I would say is in response to your question about the headwinds, and how do we think we are going to deliver on this guidance, and what's the turnaround, you're right. Early in the quarter, we came out with a release and we had indicated that we'd seen some softness in Q4. And frankly that continued into the early part of this year. But, we have seen a nice pick up in business during the month of February. So, some softness there. We'd still like to see it better, but we have seen an improving trend.

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