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ALLTEL NAMES CAMPBELL-EWALD DIGITAL AGENCY OF RECORD

DETROIT, January 30, 2006 — Alltel has awarded responsibility for its digital marketing initiatives to Campbell-Ewald, currently the Alltel brand agency of record.

“We want to ensure that Alltel’s customer-centric experience is complete, powerful and seamless wherever consumers encounter it,” said Alltel Executive Vice President of Marketing Frank O’Mara. “With Campbell-Ewald additionally handling Alltel’s digital initiatives, we can best manage the accelerating pace of our business by uniting all aspects of advertising and marketing at one table.”

In addition to Alltel’s advertising, Campbell-Ewald is now responsible for Alltel’s multiple consumer Web sites, including its new online retail store and alltel.com in Spanish. The agency will also handle online marketing, search engine optimization, and special digital and interactive projects associated with Alltel’s promotions, including product and new service launches.

“We’re totally focused on helping Alltel market its products and services in the best possible way,” said Campbell-Ewald President, Managing Director Jeff Scott. “With digital now a fundamental part of the communications mix, this new arrangement lets us plan better and respond more quickly to the client’s needs and the market’s demands.”

Alltel is a customer-focused communications company with more than 15 million customers in 36 states and nearly \$10 billion in annual revenues.

Campbell-Ewald is the nation’s sixth largest advertising and marketing communications agency network, with more than 1,200 employees located in Detroit, Los Angeles, New York, Atlanta, Chicago and Dallas. In 2003, for the second consecutive year, the agency was named *Adweek* Agency of the Year – Midwest. A part of The Interpublic Group of Companies (NYSE:IPG), in addition to Alltel, Campbell-Ewald partners with a score of national brands, including ACDelco, BISSELL, Chevrolet, Farmers Insurance, Michelin, OnStar, the United States Navy and the United States Postal Service. For more information on Campbell-Ewald, visit www.campbell-ewald.com.

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