



## Rural Telephone Companies Share a Common Tale:

Many started as a family venture to fill a basic need for telephone service in a rural area, later services expanded beyond land line service to include internet, satellite and cellular services. As technology has advanced, the lines between our turf and theirs has blurred and even been erased. Today, rural telephone companies must compete directly with the likes of AT&T, Sprint Verizon and Southern Linc. How to do that? Use their home advantage.

Since January of 2008, White Sky Agency has partnered with Pine Belt Telephone Company, a 50 year old family owned and operated rural telephone company located in the Alabama Black Belt, to develop a strategic marketing initiative that positions the Pine Belt Companies as the home grown advantage for telecommunications needs in the five-county area they serve.



## WWW.PINEBELTTALK.COM

Telling Pine Belt's story is a part of its home advantage. With 50 years of service to the area and a deep commitment to the region, the website shares the company history and connection to the Black Belt, while illustrating the technological advances being offered by Pine Belt and its local vision and commitment for the area's future. Pine Belt's new domain name melds the traditional company name with a key word "TALK" for easy identity.

The web site co-brands Pine Belt Telephone Company and Pine Belt Wireless with the five company-owned and operated Radio Shack store franchises in the area. Pine Belt products and service information is well organized and easy to understand, and Pine Belt staffers are profiled to make them approachable and easy to identify while encouraging customer support.



## GIFT CARD

50th year anniversary gift card promotion

# NOTHING'S BETTER THAN HOME GROWN.

Home grown just sounds so much better than trucked in. And that's literally true with phone and internet services. Pine Belt Wireless has over 40 towers in our calling area, providing the strongest, most reliable wireless signal available. And with deep roots here, it's natural we'd offer the sweetest deals on local calls. Pine Belt's Home Advantage Unlimited plan lets you talk all you want in the Pine Belt Home Network for just \$39.99 a month. Whether you choose a local, regional or national Pine Belt Wireless plan, you have local customer service you can't get anywhere else. Visit our new web site at [www.pinebeltTALK.com](http://www.pinebeltTALK.com) or stop by one of our five Pine Belt Wireless Radio Shack stores, and get the advantage of a telephone company with a stake in the community.



PINE BELT TELEPHONE COMPANY  
HOME GROWN TALK SINCE 1958

**\$50 GIFT CARD**

To Celebrate 50 Years  
Redeem in any Pine Belt Wireless Radio Shack store

## A GOLDEN ANNIVERSARY WITH MORE GREEN.

After growing over 50 years from one homemade switchboard in 1958 to a multi-million dollar communications network headquartered right here in West Alabama, we couldn't have just any garden-variety anniversary celebration. So we're offering customers something truly fresh. Choose any two year Pine Belt Wireless contract and receive our free 50th Anniversary \$50 Pine Belt Wireless Radio Shack gift card to be used towards future purchases of cellular or electronics in one of our five Pine Belt Wireless Radio Shack stores.\* What's sweeter than a 50th anniversary celebration where you get the card with money in it! Hurry, quantities are limited.

Pine Belt Telephone Company | 3984 County Road 32 | Arlington, Alabama 36722 | [www.pinebeltTALK.com](http://www.pinebeltTALK.com) | Founded in Arlington, Alabama in 1958.

# PINEBELT

NEWSPAPER INSERT

# HOMETOWN CONNECTIONS ARE ALWAYS STRONGER.

Pine Belt's Home Advantage Plan, perfect for our customers who make calls primarily within a five-county radius, including Choctaw, Dallas, Marengo, Perry and Wilcox counties in mid-western Alabama, lives up to its name. You get the strongest signal of any carrier, from Pine Belt's network of local towers at rates that sound just as good as your calls, and a free gift that makes signing up sound even better. Choose any two-year wireless contract, and receive our free 50th Anniversary \$50 Pine Belt Wireless Radio Shack gift card...a great reason to get the hometown advantage.

HOME ADVANTAGE PLAN  
UNLIMITED MINUTES

**\$39.99**

Talk all you want within the Pine Belt five-county home wireless network for just \$39.99 a month.\*



**KYOCERA M100**  
SAVE \$160 (WAS \$199.99)

**\$39.99\***



**MOTOROLA ROKR**  
SAVE \$250 (WAS \$299.99)

**\$49.99\***



**MOTOROLA RAZR**  
SAVE \$200 (WAS \$249.99)

**\$49.99\***

Call 1-888-810-4638 Click [pinebeltTALK.com](http://pinebeltTALK.com) Visit any store

**PINEBELT**  **RadioShack.**  
DEALER

### Pine Belt Wireless Radio Shack Stores

**BUTLER**  
117 West Pushmataha Street  
205-459-5585

**LINDEN**  
117 South Main Street  
334-295-5585

**MARION**  
1305 Washington Street  
334-683-4977

**SELMA**  
5 Broad Street  
334-878-8000

**CAMDEN**  
20 Camden Bypass  
334-682-9655

**ARLINGTON HEADQUARTERS**  
Pine Belt Telephone Company  
Pine Belt Wireless  
3984 County Road 32  
334-385-5000  
888-810-4638  
[www.pinebeltTALK.com](http://www.pinebeltTALK.com)

\* 2 yr contract subject to credit approval, fees and restrictions apply. Visit any Pine Belt Radio Shack store for all terms and conditions.

**NOTHING'S BETTER THAN  
HOME GROWN.**

**PINEBELT**

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[www.pinebeltTALK.com](http://www.pinebeltTALK.com)

**A GOLDEN ANNIVERSARY WITH MORE GREEN.**

After growing over 50 years from one homemade switchboard in 1958 to a multi-million dollar communications network, we couldn't offer any garden variety anniversary celebration. For a limited time, we're offering a \$50 Pine Belt Wireless Radio Shack Gift Card as our gift to you with any 2 year Pine Belt Wireless contract or our new Pine Belt Telephone TalkEssentials Bundles. \*



**HOME ADVANTAGE PLAN  
UNLIMITED MINUTES**

**\$39.99**

Talk all you want within the Pine Belt five-county home wireless network (Choctaw, Dallas, Marengo, Perry and Wilcox) for just \$39.99 a month.\* Other Pine Belt Home Advantage plans start as low as \$19.99 a month.



**THE TALK OF THE TOWN**

To celebrate our 50 years of talk, we have launched a new web site at [www.pinebeltTALK.com](http://www.pinebeltTALK.com). It's full of information on all of our most popular wireless and internet plans as well as fun facts about our history and the people behind Pine Belt.

Call 1-888-810-4638 OR click [pinebeltTALK.com](http://pinebeltTALK.com)

Visit any Pine Belt Radio Shack store in Butler, Linden, Marion, Selma or Camden or our headquarters office in Arlington.

**PINEBELT**  **RadioShack**  
DEALER

\* 2 yr contract subject to credit approval, fees and restrictions apply. Visit any Pine Belt Radio Shack store for all terms and conditions.

[www.pinebeltTALK.com](http://www.pinebeltTALK.com)

STATEMENT STUFFER: HOME GROWN

# THE BEST SIGNAL IN THE FIELD

**PINEBELT**

INTRODUCING NEW  
QUICKSPEED INTERNET  
ACCESS PLANS FROM PINE BELT

[www.pinebeltTALK.com](http://www.pinebeltTALK.com)

## NOW YOU CAN REALLY CLICK ALONG.

Pine Belt brings the information highway to West Alabama with reliability and commitment at every turn. We are in the final phase of a multi-year project to upgrade our landlines to make it possible to provide **QuickSpeed DSL Internet Access** to every home and business within our current landline telephone service area (in the communities of Arlington, Dixon Mills, Nanafalia and Sweet Water). Our new Pine Belt QuickSpeed DSL service turns the information highway to Talladega, speeding you through online activities at rates up to 12 times faster than a typical dial-up internet connection.

We are also connecting communities without internet access to the world wide web through our new **QuickSpeed Wireless Internet Access**. After our first successful trial run in Safford, Pine Belt recently completed installation of this wireless internet equipment on existing Pine Belt cellular towers in Mt. Sterling, Valley Grande and Orville where affordable high speed wireless internet is now available.

Call us at 1-888-810-4638 and get the internet service that handles great at any speed.

**PINEBELT**  **RadioShack.**  
DEALER

Free QuickSpeed Installation!  
From now through October 2008 when Pine Belt turns 50, we are offering free installation available throughout our landline telephone service area.



[www.pinebeltTALK.com](http://www.pinebeltTALK.com)

STATEMENT STUFFER: QUICKSPEED INTERNET

# THE BEST SIGNAL IN THE FIELD



**PINEBELT**

 **RadioShack.**  
DEALER

[www.pinebeltTALK.com](http://www.pinebeltTALK.com)

OUTDOOR BOARD





TRUCK GRAPHICS

June 19, 2008

## Pine Belt Wireless increases cell tower numbers

Roots run deep in West Alabama for Pine Belt Telephone Company and its companion company, Pine Belt Wireless, when 50 years ago they started building a local telephone company that has grown to serve five Black Belt counties and boost the strongest cellular signal in the region.

With the completion of two new cellular towers in Dallas County this month, Pine Belt increased its coverage with 43 cellular towers that provide cell coverage for Pine Belt Wireless customers in five West Alabama counties that include Wilcox, Perry, Choctaw, Marengo and Dallas County. "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's two newest towers in Selma and Dallas County are located in Summerfield and Casey (near Southside High School) and continue the company's quest

*"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 communications needs in rural counties."*

**- John C. Nettles, Pine Belt President**

to serve its entire licensed area. Brian Horton, Pine Belt's Plant Operations Manager, has overseen construction of the cellular towers 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 requires a lot of time and even more money, but that's what we are here for, and that's what we're trying to do."

Of the 43 cellular towers owned and operated by Pine Belt, 12 are located in Dallas County, with nine towers in Marengo County, nine in Choctaw County, five in Perry County and eight in

Wilcox 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 communications needs in rural counties. If you want to know about telephone and internet 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.

Pine Belt Telephone Company (which includes Pine Belt Wireless) is a family owned and operated rural telephone company in West Alabama that serves 5 counties and a population of over 110,000.

Pine Belt celebrates 50 years of home grown talk this October and owns and operates five Pine Belt Wireless/Radio Shack stores in Selma, Camden, Marion, Linden and Butler. The Pine Belt Telephone Companies are headquartered in Arlington, Alabama, at 3984 County Road 32.

To learn more about Pine Belt Wireless services, call Pine Belt headquarters at 334-385-2106 or visit a Pine Belt Wireless Radio Shack. More information on Pine Belt is available on their website at [www.pinebelttalk.com](http://www.pinebelttalk.com).



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205-458-9566  
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