

UNITED STATES CELLULAR CORP  
 Form 10-Q  
 October 31, 2014

<b>UNITED STATES</b>															
<b>SECURITIES AND EXCHANGE COMMISSION</b>															
<b>Washington, D.C. 20549</b>															
<b>FORM 10-Q</b>															
<b>(Mark One)</b>															
<input checked="" type="checkbox"/>	<b>QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934</b>														
<b>For the quarterly period ended September 30, 2014</b>															
<b>OR</b>															
<input type="checkbox"/>	<b>TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934</b>														
<b>For the transition period from _____ to _____</b>															
<b>Commission file number 1-9712</b>															
<b>UNITED STATES CELLULAR CORPORATION</b>															
(Exact name of Registrant as specified in its charter)															
<b>Delaware</b>										<b>62-1147325</b>					
(State or other jurisdiction of incorporation or organization)										(IRS Employer Identification No.)					
<b>8410 West Bryn Mawr, Chicago, Illinois 60631</b>															
(Address of principal executive offices) (Zip code)															
<b>Registrant's telephone number, including area code: (773) 399-8900</b>															
<b>Indicate by check mark</b>														<b>Yes</b>	<b>No</b>
• whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.														x	o

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• whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files).

x

o

• whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer or a smaller reporting company. See the definitions of “large accelerated filer,” “accelerated filer” and “smaller reporting company” in Rule 12b-2 of the Exchange Act.

Large accelerated filer	<input type="radio"/>	Accelerated filer	<input checked="" type="radio"/>	Non-accelerated filer	<input type="radio"/>	Smaller reporting company	<input type="radio"/>
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• whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act).

o

x

Indicate the number of shares outstanding of each of the issuer's classes of common stock, as of the latest practicable date.

Class	Outstanding at September 30, 2014
Common Shares, \$1 par value	51,144,194 Shares
Series A Common Shares, \$1 par value	33,005,877 Shares

<b>United States Cellular Corporation</b>			
<b>Quarterly Report on Form 10-Q</b>			
<b>For the Quarterly Period Ended September 30, 2014</b>			
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	(Gain) loss on license sales and exchanges								
	Total operating expenses	1,051,773		982,443		2,977,839			2,838,761
	<b>Operating income (loss)</b>	(51,354)		(43,207)		(93,836)			177,351
	<b>Investment and other income (expense)</b>								
	Equity in earnings of unconsolidated entities	35,971		37,360		106,166			99,797
	Interest and dividend income	3,572		1,095		6,029			2,967
	Gain (loss) on investments	-		-		-			18,527
	Interest expense	(13,514)		(11,329)		(42,712)			(32,393)
	Other, net	95		47		281			153
	Total investment and other income	26,124		27,173		69,764			89,051
	<b>Income (loss) before income taxes</b>	(25,230)		(16,034)		(24,072)			266,402
	Income tax expense (benefit)	(1,459)		(6,433)		746			121,618
	<b>Net income (loss)</b>	(23,771)		(9,601)		(24,818)			144,784
	Less: Net income (loss) attributable to noncontrolling interests, net of tax	(1,606)		258		(3,346)			6,338
	<b>Net income (loss) attributable to U.S. Cellular shareholders</b>	\$ (22,165)		\$ (9,859)		\$ (21,472)			\$ 138,446
	<b>Basic weighted average shares outstanding</b>	84,233		84,005		84,262			83,897
	<b>Basic earnings (loss) per share attributable to</b>								
	<b>U.S. Cellular shareholders</b>	\$ (0.26)		\$ (0.12)		\$ (0.25)			\$ 1.65
	<b>Diluted weighted average shares outstanding</b>	84,233		84,005		84,262			84,676
	<b>Diluted earnings (loss) per share attributable to</b>								
	<b>U.S. Cellular shareholders</b>	\$ (0.26)		\$ (0.12)		\$ (0.25)			\$ 1.64
	<b>Special dividend per share to U.S. Cellular shareholders</b>	\$ -		\$ -		\$ -			\$ 5.75

The accompanying notes are an integral part of these consolidated financial statements.

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<b>United States Cellular Corporation</b>					
<b><u>Consolidated Statement of Cash Flows</u></b>					
<b><u>(Unaudited)</u></b>					
				<b>Nine Months Ended</b>	
				<b>September 30,</b>	
<b>(Dollars in thousands)</b>				<b>2014</b>	<b>2013</b>
<b>Cash flows from operating activities</b>					
	Net income (loss)		\$ (24,818)	\$ 144,784	
	Add (deduct) adjustments to reconcile net income to cash flows from operating activities				
	Depreciation, amortization and accretion		465,042	593,410	
	Bad debts expense		74,357	52,184	
	Stock-based compensation expense		16,502	11,143	
	Deferred income taxes, net		(14,124)	(38,515)	
	Equity in earnings of unconsolidated entities		(106,166)	(99,797)	
	Distributions from unconsolidated entities		74,853	49,612	
	(Gain) loss on asset disposals, net		16,774	16,153	
	(Gain) loss on sale of business and other exit costs, net		(27,694)	(243,627)	
	(Gain) loss on investments		-	(18,527)	
	(Gain) loss on license sales and exchanges		(91,446)	-	
	Noncash interest expense		845	792	
	Other operating activities		66	590	
	Changes in assets and liabilities from operations				
	Accounts receivable		(4,790)	(214,114)	
	Inventory		53,367	13,236	
	Accounts payable - trade		23,436	32,202	
	Accounts payable - affiliate		(1,759)	345	
	Customer deposits and deferred revenues		37,636	22,538	
	Accrued taxes		(18,453)	45,780	
	Accrued interest		9,140	9,385	
	Other assets and liabilities		(152,137)	(81,341)	
			330,631	296,233	
<b>Cash flows from investing activities</b>					
	Cash used for additions to property, plant and equipment		(424,774)	(522,180)	
	Cash paid for acquisitions and licenses		(37,978)	(16,540)	
	Cash received from divestitures		143,801	484,300	
	Cash received for investments		10,000	65,000	
	Other investing activities		804	583	



					(308,147)			11,163
<b>Cash flows from financing activities</b>								
	Repayment of long-term debt				(38)			(393)
	Common shares reissued for benefit plans, net of tax payments				1,150			2,840
	Common shares repurchased				(14,698)			(18,544)
	Acquisition of licenses in common control transaction				(76,298)			-
	Dividends paid				-			(482,270)
	Distributions to noncontrolling interests				(439)			(3,447)
	Other financing activities				(428)			(839)
					(90,751)			(502,653)
<b>Net decrease in cash and cash equivalents</b>					(68,267)			(195,257)
<b>Cash and cash equivalents</b>								
	Beginning of period				342,065			378,358
	End of period			\$	273,798		\$	183,101
The accompanying notes are an integral part of these consolidated financial statements.								

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<b>United States Cellular Corporation</b>				
<b>Consolidated Balance Sheet — Assets</b>				
<b>(Unaudited)</b>				
<b>(Dollars in thousands)</b>		<b>September 30,</b>		<b>December 31,</b>
		<b>2014</b>		<b>2013</b>
<b>Current assets</b>				
	Cash and cash equivalents	\$	273,798	\$ 342,065
	Short-term investments		40,014	50,104
	Accounts receivable			
	Customers and agents, less allowances of \$37,270 and \$59,206, respectively		411,029	467,255
	Roaming		32,003	30,136
	Affiliated		13	980
	Other, less allowances of \$746 and \$1,032, respectively		73,328	88,224
	Inventory, net		184,822	238,188
	Prepaid expenses		62,158	65,596
	Net deferred income tax asset		97,856	99,105
	Other current assets		23,237	19,538
			1,198,258	1,401,191
<b>Assets held for sale</b>			68,288	16,027
<b>Investments</b>				
	Licenses		1,390,672	1,401,126
	Goodwill		387,524	387,524
	Investments in unconsolidated entities		296,900	265,585
			2,075,096	2,054,235
<b>Property, plant and equipment</b>				
	In service and under construction		7,647,406	7,717,512
	Less: Accumulated depreciation		4,900,957	4,860,992
			2,746,449	2,856,520
<b>Other assets and deferred charges</b>			168,984	117,735
<b>Total assets</b>		<b>\$</b>	<b>6,257,075</b>	<b>\$ 6,445,708</b>

The accompanying notes are an integral part of these consolidated financial statements.





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		Retained earnings		1,933,641			2,043,095
		Total U.S. Cellular shareholders' equity		3,323,435			3,391,206
		Noncontrolling interests		14,136			18,391
		Total equity		3,337,571			3,409,597
		<b>Total liabilities and equity</b>		<b>\$ 6,257,075</b>		<b>\$</b>	<b>6,445,708</b>
The accompanying notes are an integral part of these consolidated financial statements.							

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United States Cellular Corporation										
Consolidated Statement of Changes in Equity										
(Unaudited)										
U.S. Cellular Shareholders										
(Dollars in thousands)	Series A Common and Common Shares	Additional Paid-In Capital	Treasury Shares	Retained Earnings	Total U.S. Cellular Shareholders Equity	Noncontrolling Interests	Total Equity			
Balance, December 31, 2013	\$ 88,074	\$ 1,424,729	\$ (164,692)	\$ 2,043,095	\$ 3,391,206	\$ 18,391	\$ 3,409,597			
Add (Deduct)										
Net income attributable to U.S. Cellular shareholders	-	-	-	(21,472)	(21,472)	-	(21,472)			
Net income (loss) attributable to noncontrolling interests classified as equity	-	-	-	-	-	(3,738)	(3,738)			
Repurchase of Common Shares	-	-	(15,124)	-	(15,124)	-	(15,124)			
Incentive and compensation plans	-	-	12,755	(11,715)	1,040	-	1,040			
Stock-based compensation awards	-	15,474	-	-	15,474	-	15,474			

Tax windfall (shortfall) from stock awards	-	(563)	-	-	(563)	-	(563)
Distributions to noncontrolling interests	-	-	-	-	-	(517)	(517)
Acquisition of licenses in common control transaction	-	29,141	-	(76,267)	(47,126)	-	(47,126)
<b>Balance, September 30, 2014</b>	<b>\$ 88,074</b>	<b>\$ 1,468,781</b>	<b>\$ (167,061)</b>	<b>\$ 1,933,641</b>	<b>\$ 3,323,435</b>	<b>\$ 14,136</b>	<b>\$ 3,337,571</b>
The accompanying notes are an integral part of these consolidated financial statements.							

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United States Cellular Corporation									
Consolidated Statement of Changes in Equity									
(Unaudited)									
U.S. Cellular Shareholders									
(Dollars in thousands)	Series A Common and Common Shares	Additional Paid-In Capital	Treasury Shares	Retained Earnings	Total U.S. Cellular Shareholders' Equity	Noncontrolling Interests	Total Equity		
Balance, December 31, 2012	\$ 88,074	\$ 1,412,453	\$ (165,724)	\$ 2,399,052	\$ 3,733,855	\$ 61,392	\$ 3,795,247		
Add (Deduct)									
Net income attributable to U.S. Cellular shareholders	-	-	-	138,446	138,446	-	138,446		
Net income attributable to noncontrolling interests classified as equity	-	-	-	-	-	6,292	6,292		
Common and Series A Common Shares dividends	-	-	-	(482,270)	(482,270)		(482,270)		
Repurchase of Common Shares	-	-	(18,544)	-	(18,544)	-	(18,544)		
Incentive and compensation plans	-	222	15,814	(12,974)	3,062	-	3,062		



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Stock-based compensation awards	-	11,143	-	-	11,143	-	11,143
Tax windfall (shortfall) from stock awards	-	(2,526)	-	-	(2,526)	-	(2,526)
Distributions to noncontrolling interests	-	-	-	-	-	(3,447)	(3,447)
Adjust investment in subsidiaries for noncontrolling interest purchases	-	(31)	-	-	(31)	-	(31)
Deconsolidation of partnerships	-	-	-	-	-	(43,770)	(43,770)
<b>Balance, September 30, 2013</b>	<b>\$ 88,074</b>	<b>\$ 1,421,261</b>	<b>\$ (168,454)</b>	<b>\$ 2,042,254</b>	<b>\$ 3,383,135</b>	<b>\$ 20,467</b>	<b>\$ 3,403,602</b>

The accompanying notes are an integral part of these consolidated financial statements.

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**United States Cellular Corporation**

**Notes to Consolidated Financial Statements**

**1. Basis of Presentation**

United States Cellular Corporation (“U.S. Cellular”), a Delaware Corporation, is an 84%-owned subsidiary of Telephone and Data Systems, Inc. (“TDS”).

The accounting policies of U.S. Cellular conform to accounting principles generally accepted in the United States of America (“GAAP”) as set forth in the Financial Accounting Standards Board (“FASB”) Accounting Standards Codification (“ASC”). The consolidated financial statements include the accounts of U.S. Cellular, subsidiaries in which it has a controlling financial interest, general partnerships in which U.S. Cellular has a majority partnership interest and certain entities in which U.S. Cellular has a variable interest that require consolidation under GAAP. All material intercompany accounts and transactions have been eliminated.

The consolidated financial statements included herein have been prepared by U.S. Cellular, without audit, pursuant to the rules and regulations of the Securities and Exchange Commission (“SEC”). Certain information and disclosures normally included in financial statements prepared in accordance with GAAP have been condensed or omitted pursuant to such rules and regulations. However, U.S. Cellular believes that the disclosures included herein are adequate to make the information presented not misleading. These consolidated financial statements should be read in conjunction with the consolidated financial statements and the notes thereto included in U.S. Cellular’s Annual Report on Form 10-K (“Form 10-K”) for the year ended December 31, 2013.

The accompanying unaudited consolidated financial statements contain all adjustments (consisting of only normal recurring items, unless otherwise disclosed) necessary for a fair statement of the financial position as of September 30, 2014 and December 31, 2013, the results of operations for the three and nine months ended September 30, 2014 and 2013, and cash flows and changes in equity for the nine months ended September 30, 2014 and 2013. The Consolidated Statement of Comprehensive Income was not included because comprehensive income for the three and nine months ended September 30, 2014 and 2013 equaled net income. These results are not necessarily indicative of the results to be expected for the full year.

Recently Issued Accounting Pronouncements

On April 10, 2014, the FASB issued Accounting Standards Update 2014-08, *Reporting Discontinued Operations and Disclosures of Disposals of Components of an Entity* (“ASU 2014-08”). ASU 2014-08 changes the requirements and disclosures for reporting discontinued operations. U.S. Cellular is required to adopt the provisions of ASU 2014-08 effective January 1, 2015, but early adoption is permitted. U.S. Cellular adopted the provisions of ASU 2014-08 upon its issuance. The adoption of ASU 2014-08 did not have a significant impact on U.S. Cellular’s financial position or results of operations.

On May 28, 2014, the FASB issued Accounting Standards Update 2014-09, *Revenue from Contracts with Customers* (“ASU 2014-09”). ASU 2014-09 outlines a single comprehensive model to use in accounting for revenue arising from contracts with customers. U.S. Cellular is required to adopt the provisions of ASU 2014-09 effective January 1, 2017. Early adoption is prohibited. U.S. Cellular is evaluating what effects the adoption of ASU 2014-09 will have on U.S. Cellular’s financial position and results of operations.

On August 27, 2014, the FASB issued Accounting Standards Update 2014-15, *Disclosure of Uncertainties about an Entity’s Ability to Continue as a Going Concern* (“ASU 2014-15”). ASU 2014-15 requires management to perform interim and annual assessments of an entity’s ability to continue as a going concern within one year of the date financial statements are issued and provides guidance on determining when and how to disclose going concern uncertainties in financial statements. U.S. Cellular is required to adopt the provisions of ASU 2014-15 effective January 1, 2017, but early adoption is permitted. The adoption of ASU 2014-15 is not expected to impact U.S. Cellular’s financial position or results of operations.

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### Equipment Installment Plans

U.S. Cellular offers customers the option to purchase certain devices under installment contracts over a period of up to 24 months. Equipment revenue under these contracts is recognized at the time the device is delivered to the end-user customer for the selling price of the device, net of any deferred imputed interest or guarantee liability, if applicable. For certain installment plans, after a specified period of time, the customer may have the right to upgrade to a new device and have the remaining unpaid installment contract balance waived, subject to certain conditions, including trading in the original device in good working condition and signing a new equipment installment contract. U.S. Cellular values this trade-in right as a guarantee liability. The guarantee liability is initially measured at fair value and is determined based on assumptions including the probability and timing of the customer upgrading to a new device, the customer's estimated remaining installment contract balance at the time of trade-in and the fair value of the device being traded-in at the time of trade-in. As of September 30, 2014, the short-term guarantee liability and imputed interest liability related to equipment installment plans of \$42.2 million is recorded in Customer deposits and deferred revenues in the Consolidated Balance Sheet and the long-term imputed interest liability related to equipment installment plans of \$2.4 million is recorded in Other deferred liabilities and credits in the Consolidated Balance Sheet. As of September 30, 2014, unbilled short-term equipment installment plan receivables of \$68.6 million are included in Accounts receivable – customers and agents in the Consolidated Balance Sheet and unbilled long-term equipment installment plan receivables of \$60.0 million are included in Other assets and deferred charges in the Consolidated Balance Sheet.

U.S. Cellular equipment installment plans do not provide for explicit interest charges. For equipment installment plans with a duration of twelve months or less, U.S. Cellular does not impute interest. For equipment installment plans with a duration of greater than twelve months, U.S. Cellular imputes interest and recognizes such interest income over the duration of the plan as a component of Interest and dividend income.

### Amounts Collected from Customers and Remitted to Governmental Authorities

If a tax is assessed upon the customer and U.S. Cellular merely acts as an agent in collecting the tax on behalf of the imposing governmental authority, then amounts collected from customers and remitted to governmental authorities are recorded on a net basis within a tax liability account in the Consolidated Balance Sheet. If the tax is assessed upon U.S. Cellular, then amounts collected from customers as recovery of the tax are recorded in Service revenues and amounts remitted to governmental authorities are recorded in Selling, general and administrative expenses in the Consolidated Statement of Operations. The amounts recorded gross in revenues that are billed to customers and remitted to governmental authorities totaled \$23.1 million and \$74.8 million for the three and nine months ended September 30, 2014, respectively, and \$27.4 million and \$87.6 million for the three and nine months ended September 30, 2013, respectively.

## **2. Fair Value Measurements**

As of September 30, 2014 and December 31, 2013, U.S. Cellular did not have any financial or nonfinancial assets or liabilities that were required to be recorded at fair value in its Consolidated Balance Sheet in accordance with GAAP. However, U.S. Cellular has applied the provisions of fair value accounting for purposes of computing the fair value of financial instruments for disclosure purposes as displayed below.

		Level within the Fair Value Hierarchy	September 30, 2014				December 31, 2013			
			Book Value		Fair Value		Book Value		Fair Value	
<b>(Dollars in thousands)</b>										
Cash and cash equivalents		1	\$	273,798	\$	273,798	\$	342,065	\$	342,065
Short-term investments										
	U.S. Treasury Notes	1		40,014		40,014		50,104		50,104
Long-term debt										
	6.95% Senior Notes	1		342,000		346,104		342,000		309,852
	6.7% Senior Notes	2		532,652		535,254		532,449		507,697

Short-term investments are designated as held-to-maturity investments and recorded at amortized cost in the Consolidated Balance Sheet. Long-term debt excludes capital lease obligations and the current portion of Long-term debt.

The fair values of Cash and cash equivalents and Short-term investments approximate their book values due to the short-term nature of these financial instruments. The fair value of Long-term debt was estimated using market prices for the 6.95% Senior Notes, and discounted cash flow analysis using an estimated yield to maturity of 6.85% for the 6.7% Senior Notes at September 30, 2014.

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**3. Income Taxes**

U.S. Cellular is included in a consolidated federal income tax return and in certain state income tax returns with other members of the TDS consolidated group. For financial statement purposes, U.S. Cellular and its subsidiaries compute their income tax expense as if they comprised a separate affiliated group and were not included in the TDS consolidated group.

U.S. Cellular's overall effective tax rates on Income (loss) before income taxes for the three and nine months ended September 30, 2014 were negative and not meaningful, and for the three and nine months ended September 30, 2013 were 40.1% and 45.7%, respectively.

The effective tax rates for the three and nine months ended September 30, 2014 were negative and not meaningful due to the relatively low amount of Income (loss) before income taxes and the impact of a \$6.4 million tax expense related to a valuation allowance recorded against certain state deferred tax assets. In each interim period, U.S. Cellular evaluates the available positive and negative evidence to assess whether deferred tax assets are realizable, on a more likely than not basis. In the three months ended September 30, 2014, based on revised forecasts of future state income, U.S. Cellular concluded that the negative evidence related to the realization of certain state deferred tax assets outweighed the positive evidence. Accordingly, U.S. Cellular determined that such deferred tax assets related to certain states were not realizable, on a more likely than not basis.

The effective tax rate for the nine months ended September 30, 2013 reflected incremental deferred tax expense related to the NY1 & NY2 Deconsolidation (as described in Note 7 — Investments in Unconsolidated Entities) and the Divestiture Transaction (as described in Note 5 — Acquisitions, Divestitures and Exchanges) in 2013.

**4. Earnings Per Share**

Basic earnings (loss) per share attributable to U.S. Cellular shareholders is computed by dividing Net income (loss) attributable to U.S. Cellular shareholders by the weighted average number of common shares outstanding during the period. Diluted earnings (loss) per share attributable to U.S. Cellular shareholders is computed by dividing Net income (loss) attributable to U.S. Cellular shareholders by the weighted average number of common shares outstanding during the period adjusted to include the effects of potentially dilutive securities. Potentially dilutive securities primarily include incremental shares issuable upon exercise of outstanding stock options and the vesting of restricted stock units.

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The amounts used in computing earnings (loss) per common share and the effects of potentially dilutive securities on the weighted average number of common shares were as follows:

	Three Months Ended				Nine Months Ended			
	September 30,				September 30,			
	2014		2013		2014		2013	
<b>(Dollars and shares in thousands, except per share amounts)</b>								
Net income (loss) attributable to U.S. Cellular shareholders	\$	(22,165)	\$	(9,859)	\$	(21,472)	\$	138,446
Weighted average number of shares used in basic earnings (loss) per share		84,233		84,005		84,262		83,897
Effects of dilutive securities:								
Stock options		-		-		-		209
Restricted stock units		-		-		-		570
Weighted average number of shares used in diluted earnings (loss) per share		84,233		84,005		84,262		84,676
Basic earnings (loss) per share attributable to U.S. Cellular shareholders	\$	(0.26)	\$	(0.12)	\$	(0.25)	\$	1.65
Diluted earnings (loss) per share attributable to U.S. Cellular shareholders	\$	(0.26)	\$	(0.12)	\$	(0.25)	\$	1.64

Certain Common Shares issuable upon the exercise of stock options or vesting of restricted stock units were not included in average diluted shares outstanding for the calculation of Diluted earnings (loss) per share attributable to U.S. Cellular shareholders because their effects were antidilutive. The number of such Common Shares excluded, if any, is shown in the table below.

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	Three Months Ended			Nine Months Ended		
	September 30,			September 30,		
	2014		2013	2014		2013
<b>(Shares in thousands)</b>						
Stock options	3,484		3,416	3,234		2,126
Restricted stock units	1,226		1,243	1,189		305

**5. Acquisitions, Divestitures and Exchanges**Divestiture Transaction

On November 6, 2012, U.S. Cellular entered into a Purchase and Sale Agreement with subsidiaries of Sprint Corp., fka Sprint Nextel Corporation (“Sprint”). Pursuant to the Purchase and Sale Agreement, on May 16, 2013, U.S. Cellular transferred customers and certain PCS license spectrum to Sprint in U.S. Cellular’s Chicago, central Illinois, St. Louis and certain Indiana/Michigan/Ohio markets (“Divestiture Markets”) in consideration for \$480 million in cash. The Purchase and Sale Agreement also contemplated certain other agreements, together with the Purchase and Sale Agreement collectively referred to as the “Divestiture Transaction.”

Pursuant to the Purchase and Sale Agreement, U.S. Cellular and Sprint also entered into certain other agreements, including customer and network transition services agreements, which require U.S. Cellular to provide customer, billing and network services to Sprint for a period of up to 24 months after the May 16, 2013 closing date. Sprint will reimburse U.S. Cellular for providing such services at an amount equal to U.S. Cellular’s estimated costs, including applicable overhead allocations. These services were substantially complete as of March 31, 2014. In addition, these agreements require Sprint to reimburse U.S. Cellular up to \$200 million (the “Sprint Cost Reimbursement”) for certain network decommissioning costs, network site lease rent and termination costs, network access termination costs, and employee termination benefits for specified engineering employees. It is estimated that up to \$175 million of the Sprint Cost Reimbursement will be recorded in (Gain) loss on sale of business and other exit costs, net and up to \$25 million of the Sprint Cost Reimbursement will be recorded in System operations in the Consolidated Statement of Operations. For the nine months ended September 30, 2014, \$52.0 million of the Sprint Cost Reimbursement had been received and recorded in Cash received from divestitures in the Consolidated Statement of Cash Flows.

Financial impacts of the Divestiture Transaction are classified in the Consolidated Statement of Operations within Operating income. The table below describes the amounts U.S. Cellular has recognized and expects to recognize in the Consolidated Statement of Operations between the date the Purchase and Sale Agreement was signed and the end of the transition services period.





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(Dollars in thousands)	Expected Period of Recognition	Projected Range		Cumulative Amount Recognized as of September 30, 2014	Actual Amount Recognized Nine Months Ended September 30, 2014	Actual Amount Recognized Nine Months Ended September 30, 2013	Actual Amount Recognized Three Months Ended September 30, 2014	Actual Amount Recognized Three Months Ended September 30, 2013
<b>(Gain) loss on sale of business and other exit costs, net</b>								
Proceeds from Sprint								
Purchase price	2013	\$ (480,000)	\$ (480,000)	\$ (480,000)	\$ -	\$ (480,000)	\$ -	\$ -
Sprint Cost Reimbursement	2013-2015	(120,000)	(175,000)	(98,289)	(50,648)	(4,221)	(1,454)	-
Net assets transferred	2013	213,593	213,593	213,593	-	213,593	-	-
Non-cash charges for the write-off and write-down of property under construction and related assets	2012-2015	10,000	15,000	10,965	290	54	(48)	-
Employee related costs including severance, retention and outplacement	2012-2014	13,000	16,000	14,139	(123)	2,462	10	-
Contract termination costs	2012-2015	70,000	100,000	81,377	21,793	18,781	(9,040)	-
Transaction costs	2012-2014	5,000	7,000	6,183	618	4,081	156	-
<b>Total (Gain) loss on sale of</b>		<b>\$ (288,407)</b>	<b>\$ (303,407)</b>	<b>\$ (252,032)</b>	<b>\$ (28,070)</b>	<b>\$ (245,250)</b>	<b>\$ (10,376)</b>	<b>\$ -</b>

business and other exit costs, net																			
<b>Depreciation, amortization and accretion expense</b>																			
Incremental depreciation, amortization and accretion, net of salvage values	2012-2014	215,000	216,000	215,238	16,667	134,000	3,582												
<b>(Increase) decrease in Operating income</b>		\$ (73,407)	\$ (87,407)	\$ (36,794)	\$ (11,403)	\$ (111,250)	\$ (6,794)												

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Incremental depreciation, amortization and accretion, net of salvage values represents amounts recorded in the specified time periods as a result of a change in estimate for the remaining useful life and salvage value of certain assets and a change in estimate which accelerated the settlement dates of certain asset retirement obligations in conjunction with the Divestiture Transaction. Specifically, for the periods indicated, this is estimated depreciation, amortization and accretion recorded on assets and liabilities of the Divestiture Markets after the execution of the Purchase and Sale Agreement on November 6, 2012 less depreciation, amortization and accretion that would have been recorded on such assets and liabilities in the normal course, absent the Divestiture Transaction.

During the third quarter of 2014, U.S. Cellular recorded \$3.6 million of Depreciation, amortization and accretion expense for the Divestiture Markets due to higher asset retirement obligation remediation estimates.

		As a result of the transaction, U.S. Cellular recognized the following amounts in the Consolidated Balance Sheet:												
		Nine Months Ended September 30, 2014												
(Dollars in thousands)		Balance December 31, 2013	Costs Incurred	Cash Settlements (1)	Adjustments (2)	Balance September 30, 2014								
<b>Accrued compensation</b>														
	Employee related costs including severance, retention, outplacement	\$ 2,053	\$ 99	\$ (1,121)	\$ (221)	\$ 810								
<b>Accounts payable - trade</b>														
	Contract termination costs	\$ -	\$ 4,018	\$ -	\$ (1,070)	\$ 2,948								
<b>Other current liabilities</b>														
	Contract termination costs	\$ 13,992	\$ 12,703	\$ (19,390)	\$ 1,367	\$ 8,672								
<b>Other deferred liabilities and credits</b>														
	Contract termination costs	\$ 30,849	\$ 24,171	\$ (3,380)	\$ (29,707)	\$ 21,933								
(1)	Cash settlement amounts are included in either the Net income, changes in Accounts payable - trade or changes in Other assets and liabilities line items as part of Cash flows from operating activities on the Consolidated Statement of Cash Flows.													
(2)	Adjustment to liability represents changes to previously accrued amounts.													

Other Acquisitions, Divestitures and Exchanges

In September 2014, U.S. Cellular entered into definitive agreements with third parties to transfer certain of its non-operating market licenses (“unbuilt licenses”) representing approximately 148 million MHz/pops. In exchange, the third parties will transfer to U.S. Cellular licenses representing approximately 46 million MHz/pops located in U.S. Cellular’s operating markets plus \$145 million of cash. These transactions are subject to regulatory approvals and are expected to close in 2015. In accordance with GAAP, the book value of the licenses have been accounted for and disclosed as “Assets held for sale” in the Consolidated Balance Sheet at September 30, 2014. U.S. Cellular expects to record a gain upon consummation of these transactions.

On May 23, 2014, U.S. Cellular entered into a License Purchase and Customer Recommendation Agreement with Airadigm Communications, Inc. (“Airadigm”). TDS owns 100% of the common stock of Airadigm. Pursuant to the License Purchase and Customer Recommendation Agreement, on September 10, 2014, Airadigm transferred to U.S. Cellular Federal Communications Commission (“FCC”) spectrum licenses and certain tower assets in certain markets in Wisconsin, Iowa, Minnesota and Michigan, in consideration for \$91.5 million in cash. Since both parties to this transaction are controlled by TDS, upon closing, U.S. Cellular recorded the transferred assets at Airadigm’s net book value of \$15.2 million. The difference between the consideration paid and the net book value of the transferred assets was recorded as a reduction of U.S. Cellular’s Retained earnings. In addition, a deferred tax asset was recorded for the difference between the consideration paid and the net book value of the transferred assets, which increased U.S. Cellular’s Additional paid-in capital.

On March 5, 2014, U.S. Cellular sold the majority of its St. Louis area non-operating market spectrum license for \$92.3 million. A gain of \$75.8 million was recorded in (Gain) loss on license sales and exchanges in the Consolidated Statement of Operations in the first quarter of 2014.

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On February 14, 2014, U.S. Cellular completed an exchange whereby U.S. Cellular received one E block PCS spectrum license covering Milwaukee, WI in exchange for one D block PCS spectrum license covering Milwaukee, WI. The exchange of licenses provided U.S. Cellular with spectrum to meet anticipated future capacity and coverage requirements. No cash, customers, network assets, other assets or liabilities were included in the exchange. As a result of this transaction, U.S. Cellular recognized a gain of \$15.7 million, representing the difference between the \$15.9 million fair value of the license surrendered, calculated using a market approach valuation method, and the \$0.2 million carrying value of the license surrendered. This gain was recorded in (Gain) loss on license sales and exchanges in the Consolidated Statement of Operations in the first quarter of 2014.

**6. Intangible Assets**

Changes in U.S. Cellular's Licenses for the nine months ended September 30, 2014 are presented below. There was no change to Goodwill during the nine months ended September 30, 2014.

<u>Licenses</u>			
<b>(Dollars in thousands)</b>			
Balance December 31, 2013		\$	1,401,126
	Acquisitions		41,707
	Transferred to Assets held for sale		(68,288)
	Exchanges, net		15,719
	Other		408
Balance September 30, 2014		\$	1,390,672

**7. Investments in Unconsolidated Entities**

Investments in unconsolidated entities consist of amounts invested in wireless entities in which U.S. Cellular holds a noncontrolling interest. These investments are accounted for using either the equity or cost method.

	The following table, which is based on information provided in part by third parties, summarizes the combined results of operations of U.S. Cellular's equity method investments.											
	<b>Three Months Ended September 30,</b>						<b>Nine Months Ended September 30,</b>					

	2014		2013		2014		2013	
(Dollars in thousands)								
Revenues	\$	1,643,734	\$	1,577,934	\$	4,861,057	\$	4,593,690
Operating expenses		1,225,417		1,125,966		3,540,783		3,256,399
Operating income		418,317		451,968		1,320,274		1,337,291
Other income, net		1,651		1,063		4,077		2,773
Net income	\$	419,968	\$	453,031	\$	1,324,351	\$	1,340,064

#### NY1 & NY2 Deconsolidation

U.S. Cellular holds a 60.00% interest in St. Lawrence Seaway RSA Cellular Partnership (“NY1”) and a 57.14% interest in New York RSA 2 Cellular Partnership (“NY2”) (together with NY1, the “Partnerships”). The remaining interests in the Partnerships are held by Cellco Partnership d/b/a Verizon Wireless (“Verizon Wireless”). Prior to April 3, 2013, because U.S. Cellular owned a greater than 50% interest in each of these Partnerships and based on U.S. Cellular’s rights under the Partnership Agreements, U.S. Cellular consolidated the financial results of these Partnerships in accordance with GAAP.

On April 3, 2013, U.S. Cellular entered into an agreement with Verizon Wireless relating to the Partnerships. The agreement amends the Partnership Agreements in several ways which provide Verizon Wireless with substantive participating rights that allow Verizon Wireless to make decisions that are in the ordinary course of business of the Partnerships and which are significant to directing and executing the activities of the business. Accordingly, as required by GAAP, U.S. Cellular deconsolidated the Partnerships effective as of April 3, 2013 and thereafter reported them as equity method investments in its consolidated financial statements (“NY1 & NY2 Deconsolidation”). After the NY1 & NY2 Deconsolidation, U.S. Cellular retained the same ownership percentages in the Partnerships and continues to report the same percentages of income from the Partnerships. Effective April 3, 2013, U.S. Cellular’s income from the Partnerships is reported in Equity in earnings of unconsolidated entities in the Consolidated Statement of Operations.

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**8. Variable Interest Entities (VIEs)**

U.S. Cellular consolidates variable interest entities in which it has a controlling financial interest and is the primary beneficiary. A controlling financial interest will have both of the following characteristics: (a) the power to direct the VIE activities that most significantly impact economic performance and (b) the obligation to absorb VIE losses and the right to receive benefits that are significant to the VIE. U.S. Cellular reviews these criteria initially at the time it enters into agreements and subsequently when reconsideration events occur.

Consolidated VIEs

As of September 30, 2014, U.S. Cellular holds a variable interest in and consolidates the following VIEs under GAAP:

- Advantage Spectrum L.P. (“Advantage Spectrum”);
- Aquinas Wireless L.P. (“Aquinas Wireless”); and
- King Street Wireless L.P. (“King Street Wireless”) and King Street Wireless, Inc., the general partner of King Street Wireless.

The power to direct the activities that most significantly impact the economic performance of Advantage Spectrum, Aquinas Wireless and King Street Wireless (collectively, the “limited partnerships”) is shared. Specifically, the general partner of these VIEs has the exclusive right to manage, operate and control the limited partnerships and make all decisions to carry on the business of the partnerships; however, the general partner of each partnership needs consent of the limited partner, a U.S. Cellular subsidiary, to sell or lease certain licenses, to make certain large expenditures, admit other partners or liquidate the limited partnerships. Although the power to direct the activities of the VIEs is shared, U.S. Cellular has a disproportionate level of exposure to the variability associated with the economic performance of the VIEs, indicating that U.S. Cellular is the primary beneficiary of the VIEs in accordance with GAAP. Accordingly, these VIEs are consolidated.

The following table presents the classification of the consolidated VIEs’ assets and liabilities in U.S. Cellular’s Consolidated Balance Sheet.

		September 30,	December 31,
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		2014		2013	
<b>(Dollars in thousands)</b>					
<b>Assets</b>					
	Cash and cash equivalents	\$	2,791	\$	2,076
	Other current assets		145		1,184
	Licenses		311,852		310,475
	Property, plant and equipment, net		13,652		18,600
	Other assets and deferred charges		(8)		511
	<b>Total assets</b>	\$	<b>328,432</b>	\$	<b>332,846</b>
<b>Liabilities</b>					
	Current liabilities	\$	61	\$	46
	Deferred liabilities and credits		1,722		3,139
	<b>Total liabilities</b>	\$	<b>1,783</b>	\$	<b>3,185</b>

#### Other Related Matters

The FCC has scheduled an auction of AWS-3 spectrum licenses, referred to as Auction 97, to begin on November 13, 2014. U.S. Cellular is participating in Auction 97 indirectly through its interest in Advantage Spectrum. A subsidiary of U.S. Cellular is a limited partner in Advantage Spectrum. Advantage Spectrum intends to qualify as a “designated entity,” and thereby be eligible for bid credits with respect to spectrum purchased in Auction 97.

Advantage Spectrum, Aquinas Wireless and King Street Wireless were formed to participate in FCC auctions of wireless spectrum and to fund, establish, and provide wireless service with respect to any FCC licenses won in the auctions. As such, these entities have risks similar to those described in the “Risk Factors” in U.S. Cellular’s Form 10-K for the year ended December 31, 2013.

U.S. Cellular currently provides 4G LTE service in conjunction with King Street Wireless.

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U.S. Cellular's capital contributions, loans or advances to its VIEs totaled \$0.9 million in the nine months ended September 30, 2014. In October 2014, U.S. Cellular made additional capital contributions, loans or advances of \$58.8 million to its VIEs. There were no capital contributions, loans or advances made to VIEs in the nine months ended September 30, 2013.

U.S. Cellular may agree to make additional capital contributions and/or advances to the VIEs discussed above and/or to their general partners to provide additional funding for the purchase and/or development of licenses granted in various auctions. The possible amount of such additional capital contributions is not known at this time but could be substantial. U.S. Cellular may finance such amounts with a combination of cash on hand, borrowings under its revolving credit agreement and/or long-term debt. There is no assurance that U.S. Cellular will be able to obtain additional financing on commercially reasonable terms or at all to provide such financial support.

**9. Common Share Repurchases**

On November 17, 2009, the Board of Directors of U.S. Cellular authorized the repurchase of up to 1,300,000 Common Shares on an annual basis beginning in 2009 and continuing each year thereafter, on a cumulative basis. These purchases will be made pursuant to open market purchases, block purchases, private purchases or otherwise, depending on market conditions. This authorization does not have an expiration date.

	Share repurchases made under this authorization were as follows:			
	<b>Nine Months Ended</b>			
	<b>September 30,</b>			
	<b>2014</b>		<b>2013</b>	
<b>(Dollar amounts and shares in thousands)</b>				
Number of shares		384		499
Average cost per share	\$	39.37	\$	37.19
Amount	\$	15,124	\$	18,544

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**Item 2. Management's Discussion and Analysis of Financial Condition and Results of Operations**

United States Cellular Corporation ("U.S. Cellular") owns, operates and invests in wireless markets throughout the United States. U.S. Cellular is an 84%-owned subsidiary of Telephone and Data Systems, Inc. ("TDS") as of September 30, 2014.

U.S. Cellular provides wireless telecommunications services to approximately 4.7 million customers in 23 states. As of September 30, 2014, U.S. Cellular's average penetration rate in its consolidated operating markets was 14.7%. U.S. Cellular operates on a customer satisfaction strategy, striving to meet or exceed customer needs by providing a comprehensive range of wireless products and services, local and convenient points of distribution, excellent customer support, and a high-quality network.

The following discussion and analysis should be read in conjunction with U.S. Cellular's interim consolidated financial statements and notes included in Item 1 above, and with the description of U.S. Cellular's business, its audited consolidated financial statements and Management's Discussion and Analysis of Financial Condition and Results of Operations included in U.S. Cellular's Annual Report on Form 10-K ("Form 10-K") for the year ended December 31, 2013.

**OVERVIEW**

The following is a summary of certain selected information contained in the comprehensive Management's Discussion and Analysis of Financial Condition and Results of Operations that follows. The overview does not contain all of the information that may be important. You should carefully read the entire Management's Discussion and Analysis of Financial Condition and Results of Operations and not rely solely on the overview.

Highlights in the three months ended September 30, 2014 included the following:

- Total customers were 4,674,000 at September 30, 2014, including 4,550,000 retail customers (97% of total).
- Retail customer net additions were 50,000 in 2014 compared to net losses of 71,000 in 2013. In the postpaid category, there were net additions of 52,000 in 2014, compared to net losses of 60,000 in 2013. Postpaid results improved significantly due to effective pricing, promotions and retention programs as well as enhanced device

offerings. In the prepaid category, net losses were 2,000 in 2014 compared to net losses of 11,000 in 2013.

- Postpaid customers comprised approximately 92% of U.S. Cellular's retail customers as of September 30, 2014. The postpaid churn rate was 1.6% in 2014 compared to 1.7% in 2013. The prepaid churn rate was 6.3% in 2014 compared to 6.8% in 2013.
- Billed average revenue per user ("ARPU") increased to \$53.24 in 2014 from \$50.92 in 2013 reflecting an increase in postpaid ARPU due to an increase in smartphone penetration and corresponding revenues from data products and services. Service revenue ARPU increased to \$60.92 in 2014 from \$58.36 in 2013 due primarily to an increase in postpaid and prepaid ARPU.
- Beginning in the second quarter of 2014, U.S. Cellular expanded its offerings for equipment installment plans. For the three months ended September 30, 2014, 38% of total device sales to postpaid customers were made under equipment installment plans.

The following operating information is presented for Core Markets. As used here, Core Markets is defined as all consolidated markets in which U.S. Cellular currently conducts business and, therefore, excludes the Divestiture Markets and the NY1 & NY2 Partnerships. Core Markets as defined also includes any other income or expenses due to U.S. Cellular's direct or indirect ownership interests in other spectrum in the Divestiture Markets which was not included in the Divestiture Transaction and other retained assets from the Divestiture Markets. See Note 5 — Acquisitions, Divestitures and Exchanges and Note 7 — Investments in Unconsolidated Entities in the Notes to Consolidated Financial Statements for additional information.

Highlights in the nine months ended September 30, 2014 included the following:

- Retail customer net losses were 60,000 in the first nine months of 2014 compared to net losses of 118,000 in 2013. In the postpaid category, there were net losses of 67,000 in 2014, compared to net losses of 146,000 in 2013. Postpaid results improved significantly due to effective pricing, promotions and retention programs as well as enhanced device offerings. In the prepaid category, net additions were 7,000 in 2014 compared to net additions of 28,000 in 2013.
- Postpaid customers comprised approximately 92% of U.S. Cellular's retail customers as of September 30, 2014. The postpaid churn rate was 1.9% in 2014 compared to 1.6% in 2013. Postpaid churn in the first half of 2014 was adversely affected by the billing system conversion in 2013; however, it steadily improved over the course of the year and for the three months ended September 30, 2014 was 1.6%. The prepaid churn rate was 6.6% in 2014 compared to 6.2% in 2013.



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- Billed ARPU increased to \$53.47 in 2014 from \$50.98 in 2013 reflecting an increase in postpaid ARPU due to an increase in smartphone penetration and corresponding revenues from data products and services. Service revenue ARPU increased to \$60.43 in 2014 from \$57.83 in 2013 due primarily to an increase in postpaid and prepaid ARPU.
- Postpaid customers on smartphone service plans increased to 58% as of September 30, 2014 compared to 47% as of September 30, 2013. In addition, smartphones represented 73% of all devices sold in 2014 compared to 64% in 2013.
- For the nine months ended September 30, 2014, 19% of total device sales to postpaid customers were made under equipment installment plans.

The following financial information is presented for U.S. Cellular consolidated results for the nine months ended September 30, 2014:

- Retail service revenues of \$2,254.7 million decreased \$184.0 million, or 8%, in 2014 due to a decrease of 634,000 in the average number of customers (including approximately 350,000 due to the reductions caused by the Divestiture Transaction and NY1 & NY2 Deconsolidation) partially offset by an increase in billed ARPU.
- In March 2014, U.S. Cellular sold the majority of its St. Louis area non-operating market license for \$92.3 million. As a result of this sale, a gain of \$75.8 million was recorded in (Gain) loss on license sales and exchanges in the Consolidated Statement of Operations.
- In February 2014, U.S. Cellular completed a license exchange in Milwaukee. As a result of this transaction, a gain of \$15.7 million was recorded in (Gain) loss on license sales and exchanges in the Consolidated Statement of Operations.
- Cash flows from operating activities were \$330.6 million. At September 30, 2014, Cash and cash equivalents and Short-term investments totaled \$313.8 million and the revolving credit facility provided borrowing capacity of \$282.5 million.
- Total additions to Property, plant and equipment were \$376.0 million, including expenditures to deploy fourth generation Long-term Evolution (“4G LTE”) equipment, construct cell sites, increase capacity in existing cell sites and

switches, outfit new and remodel existing retail stores, and enhance billing and other customer management related systems and platforms. Total cell sites in service decreased 19% year-over-year to 6,209 primarily as a result of the NY1 & NY2 Deconsolidation and the deactivation of certain cell sites in the Divestiture Markets.

- Operating income (loss) decreased \$271.2 million, to a loss of \$93.8 million in 2014. The gain on license sales and exchanges and the gain on sale of business and other exit costs contributed \$119.1 million and \$243.6 million to operating income in 2014 and 2013, respectively. Without these items, operating income decreased \$146.7 million due to lower service revenues and higher equipment subsidies, which were partially offset by lower system operations, selling, general and administrative, and depreciation, amortization and accretion expense.

- Net income (loss) attributable to U.S. Cellular shareholders decreased \$159.9 million to \$(21.5) million in 2014 compared to \$138.4 million in 2013, due primarily to the net impact of lower operating income and a decrease in gain on investments. Basic earnings (loss) per share and Diluted earnings (loss) per share were \$(0.25) in 2014, which was \$1.90 and \$1.89 lower, respectively, than in 2013.

U.S. Cellular anticipates that its future results may be affected by the following factors:

- Effects of industry competition on service and equipment pricing;
- U.S. Cellular completed the migration of its customers to a new Billing and Operational Support System (“B/OSS”) in the third quarter of 2013. Intermittent system outages and delayed system response times negatively impacted customer service and sales operations at certain times. System enhancements and other measures were implemented to address these issues, and customer service and sales operations response times have improved to expected levels. However, B/OSS is a new, complex system and any future operational problems with the new system could have adverse effects on U.S. Cellular’s results of operations or cash flows;
- Impacts of selling Apple iPhone products;
- Impacts of selling devices under equipment installment plans;
- Relative ability to attract and retain customers in a competitive marketplace in a cost effective manner;





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- Expanded distribution of products and services in third-party national retailers;
- The nature and rate of growth in the wireless industry, requiring U.S. Cellular to grow revenues primarily from selling additional products and services to its existing customers, increasing the number of multi-device users among its existing customers, increasing data products and services and attracting wireless customers switching from other wireless carriers;
- Continued growth in revenues and costs related to data products and services and declines in revenues from voice services;
- Rapid growth in the demand for new data devices and services which may result in increased cost of equipment sold and other operating expenses and the need for additional investment in spectrum, network capacity and enhancements;
- Further consolidation among carriers in the wireless industry, which could result in increased competition for customers and/or cause roaming revenues to decline;
- Uncertainty related to various rulemaking proceedings underway at the Federal Communications Commission (“FCC”);
- The ability to negotiate satisfactory 4G LTE data roaming agreements with other wireless operators;
- In September 2014, U.S. Cellular entered into definitive agreements to sell certain non-operating licenses (“unbuilt licenses”) in exchange for receiving licenses in its operating markets and cash. These transactions are subject to regulatory approval and are expected to close in 2015. See Note 5 – Acquisitions, Divestitures and Exchanges in the Notes to the Consolidated Financial Statements for additional information related to these transactions; and
- U.S. Cellular has identified 588 cell towers located outside of its Core Markets for potential sale. U.S. Cellular is engaging with third party vendors to manage the potential sale of the towers.



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**Pro Forma Financial Information**

Refer to U.S. Cellular's Form 8-K filed on November 1, 2013 for pro forma financial information related to the Divestiture Transaction and the NY1 & NY2 Deconsolidation for the three and nine months ended September 30, 2013, as if the transactions had occurred at the beginning of the period.

**REGULATORY DEVELOPMENTS**

**FCC Interoperability Order**

On October 25, 2013, the FCC adopted a Report and Order and Order of Proposed Modification confirming a voluntary industry agreement on interoperability in the Lower 700 MHz spectrum band. The FCC's Report and Order laid out a roadmap for the voluntary commitments of AT&T and DISH Network Corporation ("DISH") to become fully binding. The FCC implemented the AT&T commitments in an Order adopted in the first quarter of 2014 that modified AT&T's Lower 700 MHz licenses. Pursuant to these commitments, AT&T will begin incorporating changes in its network and devices that will foster interoperability across all paired spectrum blocks in the Lower 700 MHz Band and support LTE roaming on AT&T networks for carriers with compatible Band 12 devices, consistent with the FCC's rules on roaming. AT&T will be implementing the foregoing changes in phases starting with network software enhancement taking place possibly through the third quarter of 2015 with the AT&T Band 12 device roll-out to follow. In addition, the FCC has adopted changes in its technical rules for certain unpaired spectrum licensed to AT&T and DISH in the Lower 700 MHz band to enhance prospects for Lower 700 MHz interoperability. AT&T's network and devices currently interoperate across only two of the three paired blocks in the Lower 700 MHz band. U.S. Cellular's LTE deployment, carried out in conjunction with its partner, King Street Wireless, utilizes spectrum in all three of these blocks and, consequently, was not interoperable with the AT&T configuration. U.S. Cellular believes that the FCC action will broaden the ecosystem of devices available to U.S. Cellular's customers over time.

**FCC Net Neutrality Proposal**

In May 2014, the FCC issued a notice of proposed rulemaking ("NPRM") seeking comments on revised net neutrality rules. The revised proposed rules are substantially similar to rules adopted in 2010 that were vacated by a U.S. Court of Appeals in January 2014 (as described in our Form 10-K for the year ended December 31, 2013), except that they include certain changes intended to allow the revised proposed rules to be sustained considering the Court's decision. In particular, whereas the vacated rules prohibited fixed (i.e., cable and telephone) Internet Service Providers from engaging in "unreasonable discrimination" in transmitting internet traffic, the revised proposed rules would prohibit those carriers from engaging in "commercially unreasonable practices." The FCC is also considering applying that standard to wireless Internet Service Providers, which were not subject to the former "unreasonable discrimination" standard. The FCC is also now considering applying "Title II" or common carrier regulation to both fixed and wireless Internet Service Providers to prevent "paid prioritization" of Internet traffic to end users and to restrict wireless carriers from limiting the capacity of certain high volume data users to use the data network. If applied to wireless carriers, this could mean increased supervision by the FCC of the operation of wireless networks, though the requirement may

also be subject to an exception for “reasonable network management.” Wireless carriers have strongly opposed the imposition of such requirement in part because of the unique, capacity constrained aspects of wireless networks. How such rules would work in practice cannot now be predicted. Also, under the NPRM, all types of Internet Service Providers previously were and would again be prohibited from “blocking” access to lawful Internet services and now remain subject to “transparency” requirements which were not vacated by the Court of Appeals. The FCC also proposed in the NPRM to “enhance” those transparency requirements to provide for greater disclosure of network management practices. Comments and reply comments have now been filed. We cannot predict the outcome of the proceeding.

### **FCC Spectrum Auction 97**

The FCC has scheduled an auction of AWS-3 spectrum licenses, referred to as Auction 97, to begin on November 13, 2014. U.S. Cellular is participating in Auction 97 through its interest in Advantage Spectrum. See Note 8 –Variable Interest Entities (VIEs) in the Notes to Consolidated Financial Statements for additional information. Applicable FCC anti-collusion rules place certain restrictions on public disclosures and business communications with other companies relating to U.S. Cellular’s participation, commencing on the application deadline of September 12, 2014 until the down payment deadline for Auction 97, which will be the later of January 7, 2015 or ten business days after release of the auction closing public notice. These anti-collusion rules, which could last four months or more, may restrict the normal conduct of U.S. Cellular’s disclosures and/or business communications by U.S. Cellular relating to the auction. The restrictions could have an adverse effect on U.S. Cellular’s business, financial condition or results of operations.

Table of Contents**RESULTS OF OPERATIONS****Summary Operating Data for U.S. Cellular Consolidated Markets**

Following is a table of summarized operating data for U.S. Cellular's Consolidated Markets. Consolidated Markets herein refers to markets which U.S. Cellular currently consolidates, or previously consolidated in the periods presented, and is not adjusted in prior periods for subsequent divestitures or deconsolidations. Unless otherwise noted, figures reported in Results of Operations are representative of consolidated results.

<b>As of or for Nine Months Ended September 30,</b>		<b>2014</b>		<b>2013</b>	
<b>Retail Customers</b>					
<b>Postpaid</b>					
	Total at end of period	4,200,000		4,343,000	
	Gross additions	638,000		521,000	
	Net additions (losses)	(67,000)		(254,000)	
	ARPU(1)	\$ 56.87		\$ 54.61	
	Churn rate(2)	1.9 %		1.8 %	
	Smartphone penetration(3)	57.9 %		47.1 %	
<b>Prepaid</b>					
	Total at end of period	350,000		370,000	
	Gross additions	214,000		246,000	
	Net additions (losses)	7,000		5,000	
	ARPU(1)	\$ 33.59		\$ 31.46	
	Churn rate(2)	6.6 %		6.6 %	
<b>Total customers at end of period</b>		4,674,000		4,875,000	
<b>Billed ARPU(1)</b>		\$ 53.47		\$ 50.94	
<b>Service revenue ARPU(1)</b>		\$ 60.43		\$ 57.86	
<b>Smartphones sold as a percent of total devices sold</b>		73.0 %		64.2 %	
<b>Total Population</b>					
	Consolidated markets(4)	54,817,000		84,025,000	
	Consolidated operating markets(4)	31,729,000		31,822,000	
<b>Market penetration at end of period</b>					
	Consolidated markets(5)	8.5 %		5.8 %	
	Consolidated operating markets(5)	14.7 %		15.3 %	
<b>Capital expenditures (000s)</b>		\$ 375,960		\$ 529,366	
<b>Total cell sites in service</b>		6,209		7,687	

<b>Owned towers</b>			4,487					4,422
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<b>Summary Operating Data for U.S. Cellular Core Markets</b>								
Following is a table of summarized operating data for U.S. Cellular's Core Markets. For comparability, Core Markets as presented here excludes the results of the Divestiture Markets and NY1 and NY2 Partnerships as of or for the nine months ended September 30, 2013.								
<b>As of or for Nine Months Ended September 30,</b>			<b>2014</b>			<b>2013</b>		
<b>Retail Customers</b>								
<b>Postpaid</b>								
Total at end of period			4,200,000			4,343,000		
Gross additions			638,000			506,000		
Net additions (losses)			(67,000)			(146,000)		
ARPU(1)			\$ 56.87			\$ 54.46		
Churn rate(2)			1.9 %			1.6 %		
Smartphone penetration(3)			57.9 %			47.1 %		
<b>Prepaid</b>								
Total at end of period			350,000			370,000		
Gross additions			214,000			232,000		
Net additions (losses)			7,000			28,000		
ARPU(1)			\$ 33.59			\$ 31.21		
Churn rate(2)			6.6 %			6.2 %		
<b>Total customers at end of period</b>			<b>4,674,000</b>			<b>4,875,000</b>		
<b>Billed ARPU(1)</b>			<b>\$ 53.47</b>			<b>\$ 50.98</b>		
<b>Service revenue ARPU(1)</b>			<b>\$ 60.43</b>			<b>\$ 57.83</b>		
<b>Smartphones sold as a percent of total devices sold</b>			<b>73.0 %</b>			<b>64.4 %</b>		
<b>Total Population</b>								
Consolidated markets(4)			54,817,000			84,025,000		
Consolidated operating markets(4)			31,729,000			31,822,000		
<b>Market penetration at end of period</b>								
Consolidated markets(5)			8.5 %			5.8 %		
Consolidated operating markets(5)			14.7 %			15.3 %		
<b>Capital expenditures (000s)</b>			<b>\$ 375,960</b>			<b>\$ 518,405</b>		
<b>Total cell sites in service</b>			<b>6,209</b>			<b>6,127</b>		
<b>Owned towers</b>			<b>3,922</b>			<b>3,857</b>		

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(1) ARPU metrics are calculated by dividing a revenue base by an average number of customers by the number of months in the period. These revenue bases and customer populations are shown below:

a. Postpaid ARPU consists of total postpaid service revenues and postpaid customers.

b. Prepaid ARPU consists of total prepaid service revenues and prepaid customers.

c. Billed ARPU consists of total retail service or “billed” revenues (total postpaid, prepaid and reseller service revenues) and postpaid, prepaid and reseller customers.

d. Service revenue ARPU consists of total retail service revenues, inbound roaming and other service revenues and postpaid, prepaid and reseller customers.

(2) Churn metrics represent the percentage of the postpaid or prepaid customers that disconnect service each month. These metrics represent the average monthly postpaid or prepaid churn rate for each respective period.

(3) Smartphones represent wireless devices which run on an Android, Apple, BlackBerry or Windows Mobile operating system, excluding tablets. Smartphone penetration is calculated by dividing postpaid smartphone customers by total postpaid customers.

(4) The decrease in the population of Consolidated markets is due primarily to the divestiture of the Mississippi Valley non-operating license in October 2013 and the majority of the St. Louis area non-operating market license in March 2014. Total Population is used only to calculate market penetration of consolidated markets and consolidated operating markets, respectively. See footnote (5) below.

(5) Market penetration is calculated by dividing the number of wireless customers at the end of the period by the total population of consolidated markets and consolidated operating markets, respectively, as estimated by Claritas. The increase in consolidated markets penetration is due primarily to a lower denominator as a result of the license divestitures described in footnote (4) above.

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<b>Components of Operating Income</b>												
<b>Nine Months Ended September 30,</b>												
<b>(Dollars in thousands)</b>												
		<b>2014</b>			<b>2013</b>			<b>Change</b>			<b>Percentage Change</b>	
Retail service		\$	2,254,716	\$	2,438,715	\$	(183,999)			(8)	%	
Inbound roaming			174,283		202,904		(28,621)			(14)	%	
Other			119,150		128,026		(8,876)			(7)	%	
	Service revenues		2,548,149		2,769,645		(221,496)			(8)	%	
	Equipment sales		335,854		246,467		89,387			36	%	
	Total operating revenues		2,884,003		3,016,112		(132,109)			(4)	%	
System operations (excluding Depreciation, amortization and accretion reported below)												
			567,488		585,997		(18,509)			(3)	%	
	Cost of equipment sold		850,314		652,153		198,161			30	%	
	Selling, general and administrative		1,197,361		1,234,675		(37,314)			(3)	%	
	Depreciation, amortization and accretion		465,042		593,410		(128,368)			(22)	%	
	(Gain) loss on asset disposals, net		16,774		16,153		621			4	%	
	(Gain) loss on sale of business and other exit costs, net		(27,694)		(243,627)		215,933			89	%	
	(Gain) loss on license sales and exchanges		(91,446)		-		(91,446)			N/M		
	Total operating expenses		2,977,839		2,838,761		139,078			5	%	
	Operating income (loss)	\$	(93,836)	\$	177,351	\$	(271,187)			>(100)	%	
N/M - Not meaningful												

**Operating Revenues***Service revenues*



Service revenues consist primarily of: (i) charges for access, airtime, roaming, recovery of regulatory costs and value added services, including data products and services, provided to U.S. Cellular's retail customers and to end users through third party resellers ("retail service"); (ii) charges to other wireless carriers whose customers use U.S. Cellular's wireless systems when roaming; and (iii) amounts received from the Federal Universal Service Fund ("USF").

***Retail service revenues***

Retail service revenues decreased by \$184.0 million, or 8%, in 2014 to \$2,254.7 million due to a decrease in U.S. Cellular's average customer base (including the reductions caused by the Divestiture Transaction and NY1 & NY2 Deconsolidation) partially offset by an increase in billed ARPU.

Billed ARPU increased to \$53.47 in 2014 from \$50.94 in 2013. This overall increase is due primarily to an increase in postpaid ARPU to \$56.87 in 2014 from \$54.61 in 2013, reflecting an increase in smartphone penetration and corresponding revenues from data products and services.

U.S. Cellular expects continued pressure on retail service revenues in the foreseeable future due to industry competition for customers and related effects on pricing of service plan offerings offset to some degree by continued adoption of smartphones and data usage. In addition, beginning in the second quarter of 2014, U.S. Cellular expanded its offerings of equipment installment plans. To the extent that customers adopt these plans, U.S. Cellular expects an increase in equipment sales revenues. However, certain of the equipment installment plans provide the customer with a reduction in the monthly access charge for the device; thus, to the extent that existing customers adopt such plans, U.S. Cellular expects a reduction in retail service revenues and ARPU.

***Inbound roaming revenues***

Inbound roaming revenues decreased by \$28.6 million, or 14%, in 2014 to \$174.3 million. The decrease was due primarily to a \$17.6 million impact related to the Divestiture Transaction and NY1 & NY2 Deconsolidation. The remaining decrease in the Core Markets was due to a decrease in rates and a decline in voice volume, partially offset by higher data usage.

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***Other revenues***

Other revenues decreased by \$8.9 million, or 7%, in 2014 compared to 2013 due to a \$14.8 million decrease in eligible telecommunications carriers (“ETC”) support, partially offset by an increase in tower rental revenue.

Pursuant to the FCC's Reform Order (“Reform Order”), U.S. Cellular’s current ETC support is being phased down at the rate of 20% per year beginning July 1, 2012. The Phase II Mobility Fund was not operational as of September 2014. Therefore, as provided by the Reform Order, the phase down is currently suspended and U.S. Cellular will continue to receive 60% of its baseline support until the Phase II Mobility Fund is operational. At this time, U.S. Cellular cannot predict the net effect of the FCC’s changes to the USF high cost support program in the Reform Order. Accordingly, U.S. Cellular cannot predict whether such changes will have a material adverse effect on U.S. Cellular’s business, financial condition or results of operations.

***Equipment sales revenues***

Equipment sales revenues include revenues from sales of wireless devices and related accessories to both new and existing customers, as well as revenues from sales of devices and accessories to agents. All Equipment sales revenues are recorded net of rebates.

U.S. Cellular offers a competitive line of quality wireless devices to both new and existing customers. U.S. Cellular's customer acquisition and retention efforts include offering new wireless devices to customers at discounted prices; in addition, customers on currently offered rate plans receive loyalty reward points that may be used to purchase a new wireless device or accelerate the timing of a customer's eligibility for a wireless device upgrade at promotional pricing. U.S. Cellular also continues to sell wireless devices to agents including national retailers; this practice enables U.S. Cellular to provide better control over the quality of wireless devices sold to its customers, establish roaming preferences and earn quantity discounts from wireless device manufacturers which are passed along to agents and other retailers.

Beginning in the second quarter of 2014, U.S. Cellular expanded its offerings of equipment installment plans. To the extent that customers adopt these plans, U.S. Cellular expects an increase in equipment sales revenues. However, certain of the equipment installment plans provide the customer with a reduction in the monthly access charge for the device; thus, to the extent that existing customers adopt such plans, U.S. Cellular expects a reduction in retail service revenues and ARPU.

Equipment sales revenues increased \$89.4 million, or 36%, to \$335.9 million in 2014, including \$111.8 million related to equipment installment plan sales. In the Core Markets, equipment sales revenues increased by \$97.1 million, due primarily to an increase in average revenue per device sold (including the impact of sales under equipment installment plans) and an increase in sales of smartphones and connected devices, partially offset by a decrease in the sales of other device categories, primarily in the feature phone category. The increase in equipment sales revenues in the Core Markets was partially offset by the effects of the Divestiture Transaction and the NY1 & NY2 Deconsolidation.

## Operating Expenses

### *System operations expenses (excluding Depreciation, amortization and accretion)*

System operations expenses (excluding Depreciation, amortization, and accretion) include charges from telecommunications service providers for U.S. Cellular's customers' use of their facilities, costs related to local interconnection to the wireline network, charges for cell site rent and maintenance of U.S. Cellular's network, long-distance charges, outbound roaming expenses and payments to third party data product and platform developers.

System operations expenses decreased \$18.5 million, or 3%, to \$567.5 million. Key components of the net change in System operations expenses were as follows:

- Customer usage expenses decreased by \$24.7 million, or 13%, driven by impacts of the Divestiture Transaction and NY1 & NY2 Deconsolidation, lower volume and rates for long distance usage and lower fees for platform and content providers.
- Maintenance, utility and cell site expenses increased \$5.5 million, or 2%, driven primarily by costs related to 4G LTE support and cell site maintenance, partially offset by the impacts of the Divestiture Transaction and NY1 & NY2 Deconsolidation.

U.S. Cellular expects system operations expenses to increase in the future to support the continued growth in cell sites and other network facilities as it continues to add capacity, enhance quality and deploy new technologies as well as to support increases in total customer usage, particularly data usage. However, these increases are expected to be offset to some extent by cost savings generated by shifting data traffic to the more efficient 4G LTE network from the 3G network.



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***Cost of equipment sold***

Cost of equipment sold increased by \$198.2 million, or 30%, to \$850.3 million in 2014, including \$160.9 million related to equipment installment plan sales. The increase was driven by a 36% increase in the average cost per device sold, which more than offset the impact of selling fewer devices. Average cost per device sold increased due to general customer preference for higher-priced 4G LTE smartphones and tablets. Smartphones sold as a percentage of total devices sold were 73% and 64% in 2014 and 2013, respectively. The total number of devices sold decreased by 4%, partially due to the Divestiture Transaction.

U.S. Cellular's loss on equipment, defined as equipment sales revenues less cost of equipment sold, was \$514.5 million and \$405.7 million for 2014 and 2013, respectively. U.S. Cellular expects loss on equipment to continue to be a significant cost in the foreseeable future as wireless carriers continue to use device availability and pricing as a means of competitive differentiation. In addition, U.S. Cellular expects increasing sales of data centric wireless devices to result in higher equipment subsidies over time; these devices generally have higher purchase costs which cannot be recovered through proportionately higher selling prices to customers under the standard contract/subsidy model the industry has operated with for many years. However, U.S. Cellular expects sales of devices under equipment installment plans to offset the increases in loss on equipment to some degree.

***Selling, general and administrative expenses***

Selling, general and administrative expenses include salaries, commissions and expenses of field sales and retail personnel and facilities; telesales department salaries and expenses; agent commissions and related expenses; corporate marketing and merchandise management; and advertising expenses. Selling, general and administrative expenses also include bad debts expense, costs of operating customer care centers and corporate expenses.

Key components of the \$37.3 million, or 3%, decrease to \$1,197.4 million were as follows:

- Selling and marketing expense increased by \$4.7 million, or 1%, due primarily to increases in advertising and commissions expenses, offset by the effects of the Divestiture Transaction and NY1 & NY2 Deconsolidation.
- General and administrative expense decreased by \$42.0 million, or 6%, due primarily to the Divestiture Transaction and NY1 & NY2 Deconsolidation and lower consulting expenses related to the billing system conversion in the prior year, offset by an increase in bad debts expense.

***Depreciation, amortization and accretion expenses***

Depreciation, amortization and accretion decreased \$128.4 million, or 22%, in 2014 to \$465.0 million due primarily to the higher amount of accelerated depreciation, amortization and accretion in the Divestiture Markets that occurred in 2013. The impact of the acceleration was \$13.1 million in 2014 compared to \$134.0 million in 2013. The accelerated depreciation, amortization and accretion in the Divestiture Markets was completed in the first quarter of 2014.

***(Gain) loss on asset disposals, net***

(Gain) loss on asset disposals, net was a loss in both 2014 and 2013 due primarily to the write-off and disposals of certain network assets.

***(Gain) loss on sale of business and other exit costs, net***

The net gain in both 2014 and 2013 resulted from the Divestiture Transaction. See Note 5 — Acquisitions, Divestitures and Exchanges in the Notes to Consolidated Financial Statements for additional information.

***(Gain) loss on license sales and exchanges***

The net gain in 2014 resulted from the sale of the St. Louis area non-operating market license and the license exchange in Milwaukee. See Note 5 — Acquisitions, Divestitures and Exchanges in the Notes to Consolidated Financial Statements for additional information.



U.S. Cellular's investment in the Los Angeles SMSA Limited Partnership ("LA Partnership") contributed \$57.8 million and \$61.2 million to Equity in earnings of unconsolidated entities in 2014 and 2013, respectively.

On April 3, 2013, U.S. Cellular deconsolidated the NY1 & NY2 Partnerships and began reporting them as equity method investments in its consolidated financial statements as of that date. Equity in earnings of the NY1 & NY2 Partnerships was \$23.3 million and \$18.2 million in 2014 and 2013, respectively. See Note 7 – Investments in Unconsolidated Entities in the Notes to Consolidated Financial Statements for additional information.

***Gain (loss) on investments***

In 2013, in connection with the deconsolidation of the NY1 & NY2 Partnerships, U.S. Cellular recognized a non-cash pre-tax gain of \$18.5 million.

***Interest expense***

The increase in interest expense was due primarily to a decrease in capitalized interest related to network and systems projects. Interest cost capitalized was \$3.7 million and \$14.3 million for 2014 and 2013, respectively.

***Income tax expense***

See Note 3 — Income Taxes in the Notes to Consolidated Financial Statements for a discussion of the overall effective tax rate on Income before income taxes.

***Net income (loss) attributable to noncontrolling interests, net of tax***

The decrease from 2013 to 2014 is due primarily to the elimination of the noncontrolling interest as a result of the NY1 & NY2 Deconsolidation on April 3, 2013 and lower income from certain partnerships in 2014.





Table of Contents**Three Months Ended September 30, 2014 Compared to Three Months Ended September 30, 2013****Summary Operating Data for U.S. Cellular Consolidated Markets**

Following is a table of summarized operating data for U.S. Cellular's Consolidated Markets.

<b>As of or for the Three Months Ended September 30,</b>		<b>2014</b>		<b>2013</b>	
<b>Retail Customers</b>					
	<b>Postpaid</b>				
	Total at end of period		4,200,000		4,343,000
	Gross additions		251,000		165,000
	Net additions (losses)		52,000		(60,000)
	ARPU (1)	\$	56.37	\$	54.64
	Churn rate (2)		1.6 %		1.7 %
	Smartphone penetration (3)		57.9 %		47.1 %
	<b>Prepaid</b>				
	Total at end of period		350,000		370,000
	Gross additions		64,000		65,000
	Net additions (losses)		(2,000)		(11,000)
	ARPU (1)	\$	34.40	\$	28.72
	Churn rate (2)		6.3 %		6.8 %
<b>Total customers at end of period</b>			4,674,000		4,875,000
<b>Billed ARPU (1)</b>		\$	53.24	\$	50.92
<b>Service revenue ARPU (1)</b>		\$	60.92	\$	58.36
<b>Smartphones sold as a percent of total</b>					
	<b>devices sold</b>		73.3 %		65.2 %
<b>Capital expenditures (000s)</b>		\$	142,452	\$	242,459

(1) ARPU metrics are calculated by dividing a revenue base by an average number of customers by the number of months in the period. These revenue bases and customer populations are shown below:

- a. Postpaid ARPU consists of total postpaid service revenues and postpaid customers.
- b. Prepaid ARPU consists of total prepaid service revenues and prepaid customers.

- c. Billed ARPU consists of total retail service or “billed” revenues (total postpaid, prepaid and reseller service revenues) and postpaid, prepaid and reseller customers.
- d. Service revenue ARPU consists of total retail service revenues, inbound roaming and other service revenues and postpaid, prepaid and reseller customers.
- (2) Churn metrics represent the percentage of the postpaid or prepaid customers that disconnect service each month. These metrics represent the average monthly postpaid or prepaid churn rate for each respective period.
- (3) Smartphones represent wireless devices which run on an Android, Apple, BlackBerry or Windows Mobile operating system, excluding tablets. Smartphone penetration is calculated by dividing postpaid smartphone customers by total postpaid customers.

No separate table is shown for the Core Markets for the three months ended September 30, 2014 and 2013 because the Divestiture Transaction and the NY1 & NY2 Deconsolidation were consummated in the second quarter of 2013. Therefore, the above amounts for the Consolidated Markets are identical to the amounts for the Core Markets for the corresponding three month period, except for Capital expenditures in 2013.

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<b>Components of Operating Income (Loss)</b>							
<b>Three Months Ended September 30,</b>	<b>2014</b>		<b>2013</b>		<b>Change</b>		<b>Percentage Change</b>
<b>(Dollars in thousands)</b>							
Retail service	\$	743,798	\$	752,316	\$	(8,518)	(1)%
Inbound roaming		66,577		71,997		(5,420)	(8)%
Other		40,688		38,017		2,671	7%
Service revenues		851,063		862,330		(11,267)	(1)%
Equipment sales		149,356		76,906		72,450	94%
Total operating revenues		1,000,419		939,236		61,183	7%
System operations (excluding Depreciation, amortization and accretion reported below)		199,750		177,431		22,319	13%
Cost of equipment sold		307,862		193,392		114,470	59%
Selling, general and administrative		397,545		410,468		(12,923)	(3)%
Depreciation, amortization and accretion		148,952		200,985		(52,033)	(26)%
(Gain) loss on asset disposals, net		7,947		1,701		6,246	>100%
(Gain) loss on sale of business and other exit costs, net		(10,283)		(1,534)		(8,749)	>(100)%
Total operating expenses		1,051,773		982,443		69,330	7%
Operating income (loss)	\$	(51,354)	\$	(43,207)	\$	(8,147)	(19)%

**Operating Revenues***Retail service revenues*

Retail service revenues decreased \$8.5 million, or 1%, to \$743.8 million in 2014 due primarily to a decrease in U.S. Cellular's average customer base partially offset by an increase in billed ARPU.

Billed ARPU increased to \$53.24 in 2014 compared to \$50.92 in 2013. The overall increase is due primarily to an increase in postpaid ARPU to \$56.37 in 2014 from \$54.64 in 2013, reflecting an increase in smartphone penetration and corresponding revenues from data products and services.

***Inbound roaming revenues***

Inbound roaming revenues decreased by \$5.4 million, or 8%, to \$66.6 million in 2014 compared to 2013. The decrease was due primarily to a decrease in rates and a decline in voice volume, partially offset by higher data usage.

***Other revenues***

Other revenues increased by \$2.7 million, or 7%, to \$40.7 million, due primarily to an increase in tower rental revenue.

***Equipment sales revenues***

Equipment sales revenues increased by \$72.5 million, or 94%, to \$149.4 million in 2014, including \$78.2 million related to equipment installment plan sales. The increase was due primarily to an increase in the average revenue per device sold (including the impact of sales under equipment installment plans) and an increase in sales of smartphones and connected devices, partially offset by a decrease in the sales of other device categories, primarily in the feature phone category.

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**Operating Expenses**

*System operations expenses (excluding Depreciation, amortization and accretion)*

Key components of the \$22.3 million, or 13%, increase to \$199.8 million were as follows:

- Maintenance, utility and cell site expenses increased \$18.7 million, or 25%, due primarily to costs related to 4G LTE support, increased rent expense, and higher cell site maintenance costs.
- Expenses incurred when U.S. Cellular's customers used other carriers' networks while roaming increased \$3.8 million, or 8%, due primarily to an increase in data usage, partially offset by a decrease in voice usage.

*Cost of equipment sold*

Cost of equipment sold increased by \$114.5 million, or 59%, to \$307.9 million in 2014, including \$113.5 million related to equipment installment plan sales. The increase is due primarily to an increase in device sales and an increase of 36% in the average cost per device sold due to general customer preference for higher-priced 4G LTE smartphones and tablets.

*Selling, general and administrative expenses*

Key components of the \$12.9 million, or 3%, decrease to \$397.5 million were as follows:

- Selling and marketing expense increased by \$9.6 million, or 5%, due primarily to an increase in advertising, commission and contract labor expenses.
- General and administrative expense decreased by \$22.5 million, or 10%, due primarily to lower consulting expenses, primarily related to the billing system conversion in the prior year, offset by an increase in bad debts



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Income (loss) before income taxes		(25,230)		(16,034)		(9,196)		(57)%
Income tax expense (benefit)		(1,459)		(6,433)		4,974		77%
Net income (loss)		(23,771)		(9,601)		(14,170)		>(100)%
Less: Net income (loss) attributable to noncontrolling interests, net of tax		(1,606)		258		(1,864)		>(100)%
Net income (loss) attributable to U.S. Cellular	\$	(22,165)	\$	(9,859)	\$	(12,306)		>(100)%
Basic earnings (loss) per share attributable to								
U.S. Cellular shareholders	\$	(0.26)	\$	(0.12)	\$	(0.14)		>(100)%
Diluted earnings (loss) per share attributable to								
U.S. Cellular shareholders	\$	(0.26)	\$	(0.12)	\$	(0.14)		>(100)%
N/M - Not meaningful								



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*Equity in earnings of unconsolidated entities*

U.S. Cellular's investment in the LA Partnership contributed \$18.2 million and \$20.8 million to Equity in earnings of unconsolidated entities in 2014 and 2013, respectively.

*Interest expense*

The increase in interest expense was due primarily to a decrease in capitalized interest related to network and systems projects. Capitalized interest was \$1.7 million and \$4.1 million for 2014 and 2013, respectively.

*Net income (loss) attributable to noncontrolling interests, net of tax*

The decrease from 2013 to 2014 is due primarily to lower income in certain partnerships in 2014.

*Income tax expense (benefit)*

See Note 3 — Income Taxes in the Notes to Consolidated Financial Statements for a discussion of the change in income tax expense (benefit) and the overall effective tax rate on Income (loss) before income taxes.

Table of Contents**RECENT ACCOUNTING PRONOUNCEMENTS**

See Note 1 — Basis of Presentation in the Notes to Consolidated Financial Statements for information on recent accounting pronouncements.

**FINANCIAL RESOURCES**

U.S. Cellular operates a capital- and marketing-intensive business. U.S. Cellular utilizes cash on hand, cash from operating activities, cash proceeds from divestitures and dispositions of investments, short-term credit facilities and long-term debt financing to fund its acquisitions (including licenses), construction costs, operating expenses and share repurchases. Cash flows may fluctuate from quarter to quarter and year to year due to seasonality, the timing of acquisitions, capital expenditures and other factors. The table below and the following discussion in this Financial Resources section summarize U.S. Cellular's cash flow activities for the nine months ended September 30, 2014 and 2013.

		2014		2013	
<b>(Dollars in thousands)</b>					
Cash flows from (used in):					
	Operating activities	\$	330,631	\$	296,233
	Investing activities		(308,147)		11,163
	Financing activities		(90,751)		(502,653)
Net decrease in cash and cash equivalents		\$	(68,267)	\$	(195,257)

**Cash Flows from Operating Activities**

Cash flows from operating activities were \$330.6 million in 2014 and \$296.2 million in 2013. The net increase reflected lower earnings excluding gains recognized on sale of business and license sales and exchanges, which had the impact of decreasing cash flows from operating activities, more than offset by changes in working capital, which had the effect of increasing cash flows from operating activities. Working capital factors which significantly increased cash flows from operating activities included a smaller year-over-year increase in accounts receivable and lower income tax payments (net of refunds). In the 2013 period, accounts receivable grew substantially due to issues resulting from the conversion to a new billing system. In the 2014 period, the higher accounts receivable balances resulting from the billing system conversion decreased to more normal levels; however, this decrease was offset by long- and short-term receivables related to equipment installment plan sales. The long-term portion of the equipment installment plan receivables is reported in changes in Other assets and liabilities in the Consolidated Statement of Cash Flows.

**Cash Flows from Investing Activities**

U.S. Cellular makes substantial investments to acquire wireless licenses and properties and to construct and upgrade wireless telecommunications networks and facilities as a basis for creating long-term value for shareholders. In recent years, rapid changes in technology and new opportunities have required substantial investments in potentially revenue enhancing and cost-reducing upgrades of U.S. Cellular's networks.

Cash used for additions to property, plant and equipment totaled \$424.8 million in 2014 and \$522.2 million in 2013, and is reported in the Consolidated Statement of Cash Flows. Capital expenditures (i.e., additions to property, plant and equipment and system development expenditures), which include the effects of accruals, totaled \$376.0 million in 2014 and \$529.4 million in 2013. See "Capital Expenditures" in Liquidity and Capital Resources below for additional information on capital expenditures.

Cash payments for acquisitions of licenses were \$38.0 million and \$16.5 million in 2014 and 2013, respectively.

Cash received from divestitures in 2014 and 2013 was as follows.					
<b>Cash Received from Divestitures</b>	<b>2014</b>		<b>2013</b>		
<b>(Dollars in thousands)</b>					
Licenses	\$	91,789	\$		-
Businesses		52,012			484,300
<b>Total</b>	\$	<b>143,801</b>	\$		<b>484,300</b>

See Note 5 — Acquisitions, Divestitures and Exchanges in the Notes to Consolidated Financial Statements for additional information related to these divestitures.

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U.S. Cellular realized proceeds of \$10.0 million and \$65.0 million in 2014 and 2013, respectively, related to the maturities of certain of its investments in U.S. Treasury Notes.

**Cash Flows from Financing Activities**

Cash flows from financing activities include proceeds from and repayments of short-term and long-term debt, dividends to shareholders, distributions to noncontrolling interests, cash used to repurchase Common Shares and cash proceeds from reissuance of Common Shares pursuant to stock-based compensation plans.

On September 10, 2014, U.S. Cellular purchased licenses from Airadigm Communications, Inc. (“Airadigm”). TDS owns 100% of the common stock of Airadigm. Upon closing, Airadigm transferred to U.S. Cellular FCC spectrum licenses and certain tower assets in certain markets in Wisconsin, Iowa, Minnesota and Michigan, in consideration for \$91.5 million in cash. Since both parties to this transaction are controlled by TDS, U.S. Cellular recorded the transferred assets at Airadigm’s net book value of \$15.2 million. The \$76.3 million difference between the consideration paid and the net book value of the transferred assets was recorded as an Acquisition of licenses in common control transaction cash outflow from financing activities. See Note 5 — Acquisitions, Divestitures and Exchanges in the Notes to Consolidated Financial Statements for additional information related to this transaction.

U.S. Cellular did not pay any dividends in 2014. On June 25, 2013, U.S. Cellular paid a special cash dividend of \$5.75 per share, for an aggregate amount of \$482.3 million, to all holders of U.S. Cellular Common Shares and Series A Common Shares.

**Adjusted Free Cash Flow**

The following table presents Adjusted free cash flow. Adjusted free cash flow is defined as Cash flows from operating activities (which includes cash outflows related to the Sprint decommissioning), as adjusted for cash proceeds from the Sprint Cost Reimbursement (which are included in Cash flows from investing activities in the Consolidated Statement of Cash Flows), less Cash used for additions to property, plant and equipment. Adjusted free cash flow is a non-GAAP financial measure which U.S. Cellular believes may be useful to investors and other users of its financial information in evaluating the amount of cash generated by business operations (including cash proceeds from the Sprint Cost Reimbursement), after Cash used for additions to property, plant and equipment.

<b><u>Nine Months Ended September 30,</u></b>	<b>2014</b>		<b>2013</b>
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<b>(Dollars in thousands)</b>					
Cash flows from operating activities		\$	330,631	\$	296,233
Add: Sprint Cost Reimbursement (1)			52,012		1,131
Less: Cash used for additions to property, plant and equipment			424,774		522,180
Adjusted free cash flow		\$	(42,131)	\$	(224,816)
(1)	See Note 5 — Acquisitions, Divestitures and Exchanges in the Notes to Consolidated Financial Statements for additional information related to the Sprint Cost Reimbursement.				
See Cash Flows from Operating Activities and Cash Flows from Investing Activities for additional information related to the components of Adjusted free cash flow.					

## LIQUIDITY AND CAPITAL RESOURCES

U.S. Cellular believes that existing cash and investment balances, funds available under its revolving credit facility and expected cash flows from operating and investing activities provide substantial liquidity and financial flexibility for U.S. Cellular to meet its normal day-to-day operating needs. However, these resources may not be adequate to fund all future expenditures that the company could potentially elect to make such as acquisitions of spectrum licenses in FCC auctions and other acquisition, construction and development programs. It may be necessary from time to time to increase the size of the existing revolving credit facility, to put in place new facilities, or to obtain other forms of financing in order to fund these potential expenditures. To the extent that sufficient funds are not available to U.S. Cellular or its subsidiaries on terms or at prices acceptable to U.S. Cellular, it could require U.S. Cellular to reduce its acquisition, construction and development programs.

U.S. Cellular cannot provide assurances that circumstances that could have a material adverse effect on its liquidity or capital resources will not occur. Economic conditions, changes in financial markets, U.S. Cellular financial performance and/or prospects or other factors could restrict U.S. Cellular's liquidity and availability of financing on terms and prices acceptable to U.S. Cellular, which could require U.S. Cellular to reduce its capital expenditure, acquisition or share repurchase programs. Such reductions could have a material adverse effect on U.S. Cellular's business, financial condition or results of operations.

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The following table summarizes U.S. Cellular's cash and investments as of September 30, 2014.		
<b>(Dollars in thousands)</b>		
Cash and cash equivalents	\$	273,798
Short-term investments	\$	40,014

**Cash and Cash Equivalents**

Cash and cash equivalents include cash and short-term, highly liquid investments with original maturities of three months or less. The primary objective of U.S. Cellular's Cash and cash equivalents investment activities is to preserve principal. At September 30, 2014, the majority of U.S. Cellular's Cash and cash equivalents was held in bank deposit accounts and in money market funds that invest exclusively in U.S. Treasury Notes or in repurchase agreements fully collateralized by such obligations. U.S. Cellular monitors the financial viability of the money market funds and direct investments in which it invests and believes that the credit risk associated with these investments is low.

**Short-term Investments**

Short-term investments consist of U.S. Treasury Notes which are designated as held-to-maturity investments and are recorded at amortized cost in the Consolidated Balance Sheet. For these investments, U.S. Cellular's objective is to earn a higher rate of return on funds that are not anticipated to be required to meet liquidity needs in the near term, while maintaining a low level of investment risk. See Note 2 — Fair Value Measurements in the Notes to Consolidated Financial Statements for additional information on Short-term investments.

**Revolving Credit Facility**

U.S. Cellular has a revolving credit facility available for general corporate purposes.

In connection with U.S. Cellular's revolving credit facility, TDS and U.S. Cellular entered into a subordination agreement dated December 17, 2010 together with the administrative agent for the lenders under U.S. Cellular's revolving credit facility. At September 30, 2014, no U.S. Cellular debt was subordinated pursuant to this subordination agreement.

In April 2014, two of the nationally recognized credit rating agencies downgraded the U.S. Cellular corporate and senior debt credit ratings. In July 2014, one of the nationally recognized credit rating agencies downgraded the U.S. Cellular corporate and senior debt credit ratings. After these downgrades, two of the nationally recognized credit rating agencies rated U.S. Cellular at sub-investment grade. One of the nationally recognized credit rating agencies rated U.S. Cellular at investment grade.

In certain circumstances, U.S. Cellular's interest cost on its revolving credit facility may be subject to increase if its current credit rating from nationally recognized credit rating agencies is lowered, and may be subject to decrease if the rating is raised. The April and July 2014 downgrades increased the commitment fee on the revolving credit facility by 0.075% per annum. The downgrades also increased the interest rate on any borrowings by 0.25% per annum. The credit facility does not cease to be available nor does the maturity date accelerate solely as a result of a downgrade in U.S. Cellular's credit rating. However, downgrades in U.S. Cellular's credit rating could adversely affect its ability to renew the credit facility or obtain access to other credit facilities in the future.

The following table summarizes the terms of U.S. Cellular's revolving credit facility as of September 30, 2014:			
<b>(Dollars in millions)</b>			
Maximum borrowing capacity		\$	300.0
Letters of credit outstanding		\$	17.5
Amount borrowed		\$	-
Amount available for use		\$	282.5
Agreement date			December 2010
Maturity date			December 2017

The continued availability of the revolving credit facility requires U.S. Cellular to comply with certain negative and affirmative covenants, maintain certain financial ratios and make representations regarding certain matters at the time of each borrowing. The covenants also prescribe certain terms associated with intercompany loans from TDS or TDS subsidiaries to U.S. Cellular or U.S. Cellular subsidiaries. There were no intercompany loans at September 30, 2014 or 2013. U.S. Cellular believes that it was in compliance as of September 30, 2014 with all of the financial covenants and requirements set forth in its revolving credit facility.

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As more fully described on U.S. Cellular's Form 8-K dated July 24, 2014, to provide for additional financial flexibility, U.S. Cellular entered into an amendment to the revolving credit facility agreement which increased the Consolidated Leverage Ratio (the ratio of Consolidated Funded Indebtedness to Consolidated Earnings before interest, taxes, depreciation and amortization) that U.S. Cellular is required to maintain. Beginning July 1, 2014, U.S. Cellular is required to maintain the Consolidated Leverage Ratio at a level not to exceed 3.75 to 1.00 for the period of the four fiscal quarters most recently ended (this was 3.00 to 1.00 prior to July 1, 2014). The terms of the amendment decrease the maximum permitted Consolidated Leverage Ratio beginning January 1, 2016, with further decreases effective July 1, 2016 and January 1, 2017 (and will return to 3.00 to 1.00 at that time). For the twelve months ended September 30, 2014, the actual Consolidated Leverage Ratio was 2.28 to 1.00. Future changes in U.S. Cellular's financial condition could negatively impact its ability to meet the financial covenants and requirements in its revolving credit facility agreement.

## **Long-Term Financing**

There were no material changes to Long-Term Financing as disclosed in Management's Discussion and Analysis of Financial Condition and Results of Operations included in U.S. Cellular's Form 10-K for the year ended December 31, 2013.

U.S. Cellular's long-term debt indentures do not contain any provisions resulting in acceleration of the maturities of outstanding debt in the event of a change in U.S. Cellular's credit rating. However, a downgrade in U.S. Cellular's credit rating could adversely affect its ability to obtain long-term debt financing in the future. U.S. Cellular believes that it was in compliance as of September 30, 2014 with all financial covenants and other requirements set forth in its long-term debt indentures. U.S. Cellular has not failed to make nor does it expect to fail to make any scheduled payment of principal or interest under such indentures.

The long-term debt principal payments due for the remainder of 2014 and the next four years represent less than 1% of the total long-term debt obligation at September 30, 2014. Refer to Market Risk — Long-Term Debt in U.S. Cellular's Form 10-K for the year ended December 31, 2013 for additional information regarding required principal payments and the weighted average interest rates related to U.S. Cellular's Long-term debt.

## **Capital Expenditures**

U.S. Cellular's capital expenditures for 2014 are expected to be approximately \$600 million. These expenditures are expected to be for the following general purposes:



- Expand and enhance network coverage, including providing additional capacity to accommodate increased network usage, principally data usage, by current customers;
- Continue to deploy 4G LTE technology in certain markets;
- Expand and enhance the retail store network; and
- Develop and enhance office systems.

U.S. Cellular plans to finance its capital expenditures program for 2014 using primarily Cash flows from operating activities and, as necessary, existing cash balances and short-term investments.

### **Acquisitions, Divestitures and Exchanges**

U.S. Cellular assesses its existing wireless interests on an ongoing basis with a goal of improving the competitiveness of its operations and maximizing its long-term return on investment. As part of this strategy, U.S. Cellular reviews attractive opportunities to acquire additional wireless operating markets and wireless spectrum. In addition, U.S. Cellular may seek to divest outright or include in exchanges for other wireless interests those interests that are not strategic to its long-term success. As a result, U.S. Cellular may be engaged from time to time in negotiations relating to the acquisition, divestiture or exchange of companies, properties or wireless spectrum. In general, U.S. Cellular may not disclose such transactions until there is a definitive agreement. See Note 5 — Acquisitions, Divestitures and Exchanges in the Notes to Consolidated Financial Statements for additional information related to significant transactions.

### **Variable Interest Entities**

U.S. Cellular consolidates certain entities because they are “variable interest entities” under accounting principles generally accepted in the United States of America (“GAAP”). See Note 8 — Variable Interest Entities (VIEs) in the Notes to Consolidated Financial Statements for additional information related to these variable interest entities. U.S. Cellular may elect to make additional capital contributions and/or advances to these variable interest entities in future periods in order to fund their operations.

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**FCC Spectrum Auction 97**

The FCC has scheduled an auction of AWS-3 spectrum licenses, referred to as Auction 97, to begin on November 13, 2014. U.S. Cellular is participating in Auction 97 through its interest in Advantage Spectrum. U.S. Cellular will consolidate Advantage Spectrum and its general partner for financial reporting purposes as a VIE. Advantage Spectrum intends to qualify as a "designated entity" and be eligible for discounts with respect to any spectrum purchased in Auction 97. There is no assurance that any bids by Advantage Spectrum will be successful. To the extent it is successful, this will not be disclosed until this is permitted by FCC rules following completion of the auction. See Overview — FCC Spectrum Auction 97. Although it has no current commitment to do so, U.S. Cellular may make capital contributions, loans and/or advances to Advantage Spectrum and/or its general partner depending on whether Advantage Spectrum is successful in the auction and pending finalization of its financing plan. The possible amount of additional funding is not known at this time but could be substantial. U.S. Cellular may finance such amounts with a combination of cash on hand, borrowings under its revolving credit agreement and/or long-term debt. There is no assurance that U.S. Cellular will be able to obtain additional financing on commercially reasonable terms or at all to provide such financial support. See Note 8 — Variable Interest Entities (VIEs) in the Notes to Consolidated Financial Statements for additional information.

**Common Share Repurchase Program**

In the past year, U.S. Cellular has repurchased and expects to continue to repurchase its Common Shares, subject to its repurchase program. For additional information related to the current repurchase authorization and repurchases made during 2014 and 2013, see Note 9 — Common Share Repurchases in the Notes to Consolidated Financial Statements and Part II, Item 2. Unregistered Sales of Equity Securities and Use of Proceeds.

**Contractual and Other Obligations**

There were no material changes outside the ordinary course of business between December 31, 2013 and September 30, 2014 to the Contractual and Other Obligations disclosed in Management's Discussion and Analysis of Financial Condition and Results of Operations included in U.S. Cellular's Form 10-K for the year ended December 31, 2013.

**Off-Balance Sheet Arrangements**

U.S. Cellular had no transactions, agreements or other contractual arrangements with unconsolidated entities involving "off-balance sheet arrangements," as defined by SEC rules, that had or are reasonably likely to have a material

current or future effect on its financial condition, changes in financial condition, revenues or expenses, results of operations, liquidity, capital expenditures or capital resources.

## **APPLICATION OF CRITICAL ACCOUNTING POLICIES AND ESTIMATES**

U.S. Cellular prepares its consolidated financial statements in accordance with GAAP. U.S. Cellular's significant accounting policies are discussed in detail in Note 1 — Summary of Significant Accounting Policies and Recent Accounting Pronouncements in the Notes to Consolidated Financial Statements and U.S. Cellular's Application of Critical Accounting Policies and Estimates is discussed in detail in Management's Discussion and Analysis of Financial Condition and Results of Operations, both of which are included in U.S. Cellular's Form 10-K for the year ended December 31, 2013. There were no material changes to U.S. Cellular's application of critical accounting policies and estimates during the nine months ended September 30, 2014.

## **CERTAIN RELATIONSHIPS AND RELATED TRANSACTIONS**

As previously disclosed, in December 2013, TDS initially proposed to have Airadigm Communications, Inc. ("Airadigm") sell to U.S. Cellular the FCC spectrum licenses, towers and customers in certain Airadigm markets for \$110 million in cash. Because TDS owns 100% of the common stock of Airadigm and approximately 84% of the common stock of U.S. Cellular, this proposal was a related party transaction. Accordingly, the U.S. Cellular Board of Directors formed a Special Committee comprised entirely of independent and disinterested directors with exclusive authority to consider, negotiate and, if appropriate, approve any such transaction with Airadigm without any further involvement of the full board. The U.S. Cellular Special Committee engaged independent financial advisors and legal counsel. The transaction was negotiated between representatives of TDS and Airadigm, on the one hand, and the Special Committee and its representatives, on the other hand. The U.S. Cellular Special Committee also received a fairness opinion from its independent financial advisor. Following these events, the Special Committee approved a License Purchase and Customer Recommendation Agreement between U.S. Cellular and Airadigm. Pursuant to the License Purchase and Customer Recommendation Agreement, on September 10, 2014, Airadigm transferred to U.S. Cellular Federal Communications Commission ("FCC") spectrum licenses and certain tower assets in certain markets in Wisconsin, Iowa, Minnesota and Michigan, in consideration for \$91.5 million in cash. See Note 5 – Acquisitions, Divestitures and Exchanges in the Notes to the Consolidated Financial Statements.

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***PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995***

***SAFE HARBOR CAUTIONARY STATEMENT***

This Form 10-Q, including exhibits, contains statements that are not based on historical facts and represent forward-looking statements, as this term is defined in the Private Securities Litigation Reform Act of 1995. All statements, other than statements of historical facts, that address activities, events or developments that U.S. Cellular intends, expects, projects, believes, estimates, plans or anticipates will or may occur in the future are forward-looking statements. The words “believes,” “anticipates,” “estimates,” “expects,” “plans,” “intends,” “projects” and similar expressions intended to identify these forward-looking statements, but are not the exclusive means of identifying them. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause actual results, events or developments to be significantly different from any future results, events or developments expressed or implied by such forward-looking statements. Such risks, uncertainties and other factors include those set forth below, as more fully described under “Risk Factors” in U.S. Cellular’s Form 10-K for the year ended December 31, 2013. However, such factors are not necessarily all of the important factors that could cause actual results, performance or achievements to differ materially from those expressed in, or implied by, the forward-looking statements contained in this document. Other unknown or unpredictable factors also could have material adverse effects on future results, performance or achievements. U.S. Cellular undertakes no obligation to update publicly any forward-looking statements whether as a result of new information, future events or otherwise. You should carefully consider the Risk Factors in U.S. Cellular’s Form 10-K for the year ended December 31, 2013, the following factors and other information contained in, or incorporated by reference into, this Form 10-Q to understand the material risks relating to U.S. Cellular’s business.

- *Intense competition in the markets in which U.S. Cellular operates could adversely affect U.S. Cellular’s revenues or increase its costs to compete.*
- *A failure by U.S. Cellular to successfully execute its business strategy (including planned acquisitions, divestitures and exchanges) or allocate resources or capital could have an adverse effect on U.S. Cellular’s business, financial condition or results of operations.*
- *A failure by U.S. Cellular’s service offerings to meet customer expectations, including any issues relating to the new Billing and Operational Support System (“B/OSS”) implemented in the third quarter of 2013, could limit U.S. Cellular’s ability to attract and retain customers and could have an adverse effect on U.S. Cellular’s business, financial condition or results of operations.*

- *U.S. Cellular offers customers the option to purchase certain devices under installment contracts, which could result in higher churn and higher bad debts expense.*
- *U.S. Cellular's system infrastructure may not be capable of supporting changes in technologies and services expected by customers, which could result in a loss of existing customers and revenues and impair U.S. Cellular's ability to add new customers and revenues.*
- *Changes in roaming practices or other factors could cause U.S. Cellular's roaming revenues to decline from current levels and/or impact U.S. Cellular's ability to service its customers in geographic areas where U.S. Cellular does not have its own network, which would have an adverse effect on U.S. Cellular's business, financial condition or results of operations.*
- *A failure by U.S. Cellular to obtain access to adequate radio spectrum to meet current or anticipated future needs and/or to accurately predict future needs for radio spectrum could have an adverse effect on U.S. Cellular's business, financial condition or results of operations.*
- *To the extent conducted by the Federal Communications Commission ("FCC"), U.S. Cellular is likely to participate in FCC auctions of additional spectrum in the future as an applicant or as a noncontrolling partner in another auction applicant and, during certain periods, will be subject to the FCC's anti-collusion rules, which could have an adverse effect on U.S. Cellular.*
- *Changes in the regulatory environment or a failure by U.S. Cellular to timely or fully comply with any applicable regulatory requirements could adversely affect U.S. Cellular's business, financial condition or results of operations.*
- *Changes in Universal Service Fund ("USF") funding and/or intercarrier compensation could have an adverse impact on U.S. Cellular's business, financial condition or results of operations.*
- *An inability to attract and/or retain highly competent management, technical, sales and other personnel could have an adverse effect on U.S. Cellular's business, financial condition or results of operations.*

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- *U.S. Cellular's assets are concentrated in the U.S. wireless telecommunications industry. As a result, its results of operations may fluctuate based on factors related primarily to conditions in this industry.*
- *U.S. Cellular's lower scale relative to larger competitors could adversely affect its business, financial condition or results of operations.*
- *Changes in various business factors could have an adverse effect on U.S. Cellular's business, financial condition or results of operations.*
- *Advances or changes in technology could render certain technologies used by U.S. Cellular obsolete, could put U.S. Cellular at a competitive disadvantage, could reduce U.S. Cellular's revenues or could increase its costs of doing business.*
- *Complexities associated with deploying new technologies present substantial risk.*
- *U.S. Cellular is subject to numerous surcharges and fees from federal, state and local governments, and the applicability and the amount of these fees are subject to great uncertainty.*
- *Performance under device purchase agreements could have a material adverse impact on U.S. Cellular's business, financial condition or results of operations.*
- *Changes in U.S. Cellular's enterprise value, changes in the market supply or demand for wireless licenses, adverse developments in the business or the industry in which U.S. Cellular is involved and/or other factors could require U.S. Cellular to recognize impairments in the carrying value of its licenses, goodwill and/or physical assets.*
- *Costs, integration problems or other factors associated with acquisitions, divestitures or exchanges of properties or licenses and/or expansion of U.S. Cellular's business could have an adverse effect on U.S. Cellular's business, financial condition or results of operations.*

- *A significant portion of U.S. Cellular's revenues is derived from customers who buy services through independent agents and third-party national retailers who market U.S. Cellular's services on a commission basis. If U.S. Cellular's relationships with these agents or third-party national retailers are seriously harmed, its business, financial condition or results of operations could be adversely affected.*
- *U.S. Cellular's investments in unproven technologies may not produce the benefits that U.S. Cellular expects.*
- *A failure by U.S. Cellular to complete significant network construction and systems implementation activities as part of its plans to improve the quality, coverage, capabilities and capacity of its network, support and other systems and infrastructure could have an adverse effect on its operations.*
- *Financial difficulties (including bankruptcy proceedings) or other operational difficulties of U.S. Cellular's key suppliers, termination or impairment of U.S. Cellular's relationships with such suppliers, or a failure by U.S. Cellular to manage its supply chain effectively could result in delays or termination of U.S. Cellular's receipt of required equipment or services, or could result in excess quantities of required equipment or services, any of which could adversely affect U.S. Cellular's business, financial condition or results of operations.*
- *U.S. Cellular has significant investments in entities that it does not control. Losses in the value of such investments could have an adverse effect on U.S. Cellular's financial condition or results of operations.*
- *A failure by U.S. Cellular to maintain flexible and capable telecommunication networks or information technology, or a material disruption thereof, including breaches of network or information technology security, could have an adverse effect on U.S. Cellular's business, financial condition or results of operations.*
- *Wars, conflicts, hostilities and/or terrorist attacks or equipment failures, power outages, natural disasters or other events could have an adverse effect on U.S. Cellular's business, financial condition or results of operations.*
- *The market price of U.S. Cellular's Common Shares is subject to fluctuations due to a variety of factors.*

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- *Identification of errors in financial information or disclosures could require amendments to or restatements of financial information or disclosures included in this or prior filings with the Securities and Exchange Commission (“SEC”). Such amendments or restatements and related matters, including resulting delays in filing periodic reports with the SEC, could have an adverse effect on U.S. Cellular’s business, financial condition or results of operations.*
- *The existence of material weaknesses in the effectiveness of internal control over financial reporting could result in inaccurate financial statements or other disclosures or failure to prevent fraud, which could have an adverse effect on U.S. Cellular’s business, financial condition or results of operations.*
- *Changes in facts or circumstances, including new or additional information that affects the calculation of potential liabilities for contingent obligations under guarantees, indemnities, claims, litigation or otherwise, could require U.S. Cellular to record charges in excess of amounts accrued in the financial statements, which could have an adverse effect on U.S. Cellular’s business, financial condition or results of operations.*
- *Disruption in credit or other financial markets, a deterioration of U.S. or global economic conditions or other events could, among other things, impede U.S. Cellular’s access to or increase the cost of financing its operating and investment activities and/or result in reduced revenues and lower operating income and cash flows, which would have an adverse effect on U.S. Cellular’s business, financial condition or results of operations.*
- *Uncertainty of U.S. Cellular’s ability to access capital, deterioration in the capital markets, other changes in market conditions, changes in U.S. Cellular’s credit ratings or other factors could limit or restrict the availability of financing on terms and prices acceptable to U.S. Cellular, which could require U.S. Cellular to reduce its construction, development or acquisition programs.*
- *Settlements, judgments, restraints on its current or future manner of doing business and/or legal costs resulting from pending and future litigation could have an adverse effect on U.S. Cellular’s business, financial condition or results of operations.*
- *The possible development of adverse precedent in litigation or conclusions in professional studies to the effect that radio frequency emissions from wireless devices and/or cell sites cause harmful health consequences, including cancer or tumors, or may interfere with various electronic medical devices such as pacemakers, could have an adverse effect on U.S. Cellular’s business, financial condition or results of operations.*



- *Claims of infringement of intellectual property and proprietary rights of others, primarily involving patent infringement claims, could prevent U.S. Cellular from using necessary technology to provide products or services or subject U.S. Cellular to expensive intellectual property litigation or monetary penalties, which could have an adverse effect on U.S. Cellular's business, financial condition or results of operations.*
- *There are potential conflicts of interests between TDS and U.S. Cellular.*
- *Certain matters, such as control by TDS and provisions in the U.S. Cellular Restated Certificate of Incorporation, may serve to discourage or make more difficult a change in control of U.S. Cellular.*
- *Any of the foregoing events or other events could cause revenues, earnings, capital expenditures and/or any other financial or statistical information to vary from U.S. Cellular's forward-looking estimates by a material amount.*

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**Item 3. Quantitative and Qualitative Disclosures About Market Risk**

**MARKET RISK**

Refer to the disclosure under Market Risk in U.S. Cellular's Form 10-K for the year ended December 31, 2013 for additional information, including information regarding required principal payments and the weighted average interest rates related to U.S. Cellular's Long-term debt. There have been no material changes to such information since December 31, 2013.

See Note 2 — Fair Value Measurements in the Notes to Consolidated Financial Statements for additional information related to the fair value of U.S. Cellular's Long-term debt as of September 30, 2014.

**Item 4. Controls and Procedures**

Evaluation of Disclosure Controls and Procedures

U.S. Cellular maintains disclosure controls and procedures (as defined in Rules 13a-15(e) and 15d-15(e) under the Securities Exchange Act of 1934, as amended (the "Exchange Act")) that are designed to ensure that information required to be disclosed in its reports filed or submitted under the Exchange Act is processed, recorded, summarized and reported within the time periods specified in the Securities and Exchange Commission's ("SEC") rules and forms, and that such information is accumulated and communicated to U.S. Cellular's management, including its principal executive officer and principal financial officer, as appropriate, to allow for timely decisions regarding required disclosure. In designing and evaluating the disclosure controls and procedures, management recognizes that any controls and procedures, no matter how well designed and operated, can provide only reasonable assurance of achieving the desired control objectives.

As required by SEC Rule 13a-15(b), U.S. Cellular carried out an evaluation, under the supervision and with the participation of management, including its principal executive officer and principal financial officer, of the effectiveness of the design and operation of U.S. Cellular's disclosure controls and procedures as of the end of the period covered by this Quarterly Report. Based on this evaluation, U.S. Cellular's principal executive officer and principal financial officer concluded that U.S. Cellular's disclosure controls and procedures were effective as of September 30, 2014, at the reasonable assurance level.

Changes in Internal Control Over Financial Reporting

Internal controls over financial reporting are updated as necessary to accommodate modifications to our business processes and accounting procedures. There have been no changes in U.S. Cellular's internal control over financial reporting during the quarter ended September 30, 2014 that have materially affected, or are reasonably likely to materially affect, U.S. Cellular's internal control over financial reporting.

**Part II. Other Information**

**Item 1. Legal Proceedings.**

Refer to the disclosure under Legal Proceedings in U.S. Cellular's Form 10-K for the year ended December 31, 2013. There have been no material changes to such information since December 31, 2013.

**Item 1A. Risk Factors.**

In addition to the information set forth in this Form 10-Q, you should carefully consider the factors discussed in Part I, "Item 1A. Risk Factors" in U.S. Cellular's Annual Report on Form 10-K for the year ended December 31, 2013, which could materially affect U.S. Cellular's business, financial condition or future results. The risks described in this Form 10-Q and the Form 10-K for the year ended December 31, 2013, may not be the only risks that could affect U.S. Cellular. Additional unidentified or unrecognized risks and uncertainties could materially adversely affect U.S. Cellular's business, financial condition and/or operating results. Subject to the foregoing, U.S. Cellular has not identified for disclosure any material changes to the risk factors as previously disclosed in U.S. Cellular's Annual Report on Form 10-K for the year ended December 31, 2013, except as follows:

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**U.S. Cellular offers customers the option to purchase certain devices under installment contracts, which could result in higher churn and higher bad debts expense.**

Beginning in the second quarter of 2014, U.S. Cellular expanded its offerings of equipment installment plans. Such plans offer customers the option to purchase certain devices under installment contracts over a period of up to 24 months. U.S. Cellular expects that sales of devices under these plans, when compared to sales of devices made under the traditional subsidy model, will reduce retail service revenue and ARPU but increase equipment revenue. Compared to equipment sales made under the traditional subsidy model, these equipment installment plans involve different considerations regarding marketing, sales, customer retention and renewal, device replacement, customer churn, cash flows, accounting and other business considerations, including business risks. U.S. Cellular does not have significant experience in these new plans or a sufficient history to determine how these plans will affect U.S. Cellular's business, financial position or results of operations. In particular, customers on such plans can discontinue their service at any time without penalty, other than the obligation of any residual commitment they may have for unpaid service or for amounts due under the installment contract for the device. U.S. Cellular could experience reduced revenues and increased marketing costs to acquire new customers if it experiences an increase in churn, which could reduce its margins and operational and financial performance. In addition, customers who purchase their devices through equipment installment plans have the option to pay for their devices in installments over a period of up to 24 months. As a result, these plans subject U.S. Cellular to increased risks relating to consumer credit, which could result in an increase in bad debts expense. These plans may be particularly sensitive to changes in general economic conditions and declines in the credit quality of customers. There is no assurance that such plans will not have an adverse effect on U.S. Cellular's business, financial position or results of operations.

Table of Contents**Item 2. Unregistered Sales of Equity Securities and Use of Proceeds.**

On November 17, 2009, the Board of Directors of U.S. Cellular authorized the repurchase of up to 1,300,000 Common Shares on an annual basis beginning in 2009 and continuing each year thereafter, on a cumulative basis. Depending on market conditions, such shares may be repurchased in compliance with Rule 10b-18 of the Securities Exchange Act of 1934, as amended ("Exchange Act"), pursuant to Rule 10b5-1 under the Exchange Act, or pursuant to accelerated share repurchase arrangements, prepaid share repurchases, private transactions or as otherwise authorized. This authorization does not have an expiration date.

The following table provides certain information with respect to all purchases made by or on behalf of U.S. Cellular, and any open market purchases made by any "affiliated purchaser" (as defined by the SEC) of U.S. Cellular, of U.S. Cellular Common Shares during the quarter covered by this Form 10-Q.

Period		Total Number of Shares Purchased	Average Price Paid per Share		Total Number of Shares Purchased as Part of Publicly Announced Plans or Programs	Maximum Number of Shares that May Yet Be Purchased Under the Plans or Programs
July 1 – 31, 2014		55,203	\$	39.87	55,203	3,861,325
August 1 – 31, 2014		56,425		37.18	56,425	3,804,900
September 1 – 30, 2014		60,207		36.98	60,207	3,744,693
Total for or as of the end of the quarter ended September 30, 2014		171,835	\$	37.97	171,835	3,744,693

The following is additional information with respect to the foregoing authorization:

- i. The date the program was announced was November 20, 2009 by Form 8-K.
- ii. The amount approved was up to 1,300,000 U.S. Cellular Common Shares on an annual basis in 2009 and continuing each year thereafter on a cumulative basis.

- iii. There is no expiration date for the program.
  
- iv. The authorization did not expire during the third quarter of 2014.
  
- v. U.S. Cellular did not determine to terminate the foregoing Common Share repurchase program, or cease making further purchases thereunder, during the third quarter of 2014.

**Item 5. Other Information.**

(a) The following information is being provided to update prior disclosures made pursuant to the requirements of Form 8-K, Item 2.03 — Creation of a Direct Financial Obligation or an Obligation Under an Off-Balance Sheet Arrangement of a Registrant.

U.S. Cellular did not borrow or repay any amounts under its revolving credit facility in the third quarter of 2014. U.S. Cellular had no borrowings outstanding under its revolving credit facility as of September 30, 2014.

A description of U.S. Cellular's revolving credit facility is included under Item 1.01 in U.S. Cellular's Current Report on Form 8-K dated December 17, 2010, as such description is amended by Item 1.01 in U.S. Cellular's Current Report on Form 8-K dated July 24, 2014, and is incorporated by reference herein.

(b) The following information is included pursuant to the requirements of Item 407(c)(3) of Regulation S-K:

On August 19, 2014, the U.S. Cellular Bylaws were restated to make various changes which, among other things, made changes to shareholder nomination procedures. The description of these changes and the Restated Bylaws are hereby incorporated by reference from U.S. Cellular's Current Report on Form 8-K dated August 19, 2014.

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**Item 6. Exhibits.**

Exhibit 2.1 — License Purchase and Customer Recommendation Agreement dated as of May 23, 2014 by and between United States Cellular Corporation and Airadigm Communications Inc., is hereby incorporated by reference to Exhibit 2.1 to U.S. Cellular's Current Report on Form 8-K dated May 23, 2014.

Exhibit 3.1 — Restated Bylaws of U.S. Cellular are hereby incorporated by reference to Exhibit 3.1 to U.S. Cellular's Current Report on Form 8-K dated August 19, 2014.

Exhibit 4.1 — Third Amendment dated July 24, 2014 to Revolving Credit Agreement dated December 17, 2010, is hereby incorporated by reference to U.S. Cellular's Current Report on Form 8-K dated July 24, 2014.

Exhibit 10.1 — Form of Long-Term Incentive Plan Restricted Stock Unit Award Agreement for Kenneth R. Meyers, is hereby incorporated by reference to Exhibit 10.1 to U.S. Cellular's Quarterly Report on Form 10-Q for the quarter ended March 31, 2014.

Exhibit 10.2 — Form of Long-Term Incentive Plan Stock Option Award Agreement for Kenneth R. Meyers, is hereby incorporated by reference to Exhibit 10.2 to U.S. Cellular's Quarterly Report on Form 10-Q for the quarter ended March 31, 2014.

Exhibit 10.3 — United States Cellular Corporation 2014 Officer Annual Incentive Plan effective January 1, 2014 is hereby incorporated by reference to Exhibit 10.1 to U.S. Cellular's Current Report on Form 8-K dated August 19, 2014.

Exhibit 10.4 — Guidelines for the Determination of Annual Bonus for President and Chief Executive Officer of U.S. Cellular, are hereby incorporated by reference to Exhibit 10.2 to U.S. Cellular's Current Report on Form 8-K dated August 19, 2014.

Exhibit 11 — Statement regarding computation of per share earnings is included herein as Note 4 — Earnings Per Share in the Notes to Consolidated Financial Statements.

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Exhibit 12 — Statement regarding computation of ratio of earnings to fixed charges.

Exhibit 31.1 — Principal executive officer certification pursuant to Rule 13a-14 of the Securities Exchange Act of 1934.

Exhibit 31.2 — Principal financial officer certification pursuant to Rule 13a-14 of the Securities Exchange Act of 1934.

Exhibit 32.1 — Principal executive officer certification pursuant to Section 1350 of Chapter 63 of Title 18 of the United States Code.

Exhibit 32.2 — Principal financial officer certification pursuant to Section 1350 of Chapter 63 of Title 18 of the United States Code.

Exhibit 101.INS — XBRL Instance Document

Exhibit 101.SCH — XBRL Taxonomy Extension Schema Document

Exhibit 101.PRE — XBRL Taxonomy Presentation Linkbase Document

Exhibit 101.CAL — XBRL Taxonomy Calculation Linkbase Document

Exhibit 101.LAB — XBRL Taxonomy Label Linkbase Document

Exhibit 101.DEF — XBRL Taxonomy Extension Definition Linkbase Document

The foregoing exhibits include only the exhibits that relate specifically to this Form 10-Q or that supplement the exhibits identified in U.S. Cellular's Form 10-K for the year ended December 31, 2013. Reference is made to U.S. Cellular's Form 10-K for the year ended December 31, 2013 for a complete list of exhibits, which are incorporated herein except to the extent supplemented or superseded above.







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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

UNITED STATES CELLULAR CORPORATION			
(Registrant)			
Date:	October 31, 2014		/s/ Kenneth R. Meyers
			Kenneth R. Meyers President and Chief Executive Officer (principal executive officer)
Date:	October 31, 2014		/s/ Steven T. Campbell
			Steven T. Campbell Executive Vice President-Finance, Chief Financial Officer and Treasurer (principal financial officer)
Date:	October 31, 2014		/s/ Douglas D. Shuma
			Douglas D. Shuma Chief Accounting Officer (principal accounting officer)
Date:	October 31, 2014		/s/ Kristin A. MacCarthy
			Kristin A. MacCarthy Vice President and Controller

