



NEWS RELEASE
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Russell Cellular Reveals New Branding

Russell Cellular, 2018 Verizon Wireless Partner of the Year, launches a new brand identity on Friday, May 3rd. The development of the new branding was in collaboration with 417 Magazine, a regional publisher operating in southwest Missouri, the same region where Russell Cellular's Home Office is located. Russell Cellular recently celebrated 25 years in business on December 3, 2018.

According to co-founder Kym Russell, "Today we launch Russell Cellular's first re-branding initiative, and our first updated logo in over 10 years! We are excited for the growth and expansion that we have experienced as an organization over the last few years, and we are anticipating the future success that we will achieve together. We believe that this branding will strengthen our communication and image to our team members and customers, while honoring our company's roots."

After 25 years in business, Russell Cellular continues to be employee and customer centric, and the new branding reflects that focus. Russell Cellular's three pillars of employee experience, its commitment to wireless customers, and the organization's continued growth and development are all reflected in the three advancing bars as the company's image. The emphasis on the word "Russell" harkens to the organization's foundation of being family owned and operated, a basis that continues today.

Russell Cellular has experienced swift growth in the recent past, adding over 200 stores across the U.S. in the last two years. The company continues to operate both metropolitan and rural market stores, focusing on providing the best wireless experience to every customer, every time. The new branding headlines the company's progress, as the organization's rapid growth continues throughout 2019.

About Russell Cellular

Russell Cellular was established in 1993 and is headquartered in Battlefield, Missouri. Russell Cellular has locations in Alabama, Arkansas, Arizona, California, Colorado, Connecticut, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maryland, Massachusetts, Michigan, Mississippi, Missouri, New Mexico, New York, New Jersey, North Carolina, Ohio, Oklahoma, Pennsylvania, Tennessee, Texas, Vermont, Virginia, West Virginia employing over 2200 team members across 31 states. For more information, including employment opportunities, please visit www.russellcellular.com.

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