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i wireless to acquire the right to re-name The MARK of the Quad Cities

URBANDALE (August 10, 2005) – i wireless, a wireless phone provider headquartered out of Iowa, has entered into a 10-year agreement with the Illinois Quad City Civic Center Authority and The MARK of the Quad Cities to secure the right to re-name The MARK of the Quad Cities.

The MARK has proven to be a first rate facility over the past 12 years and this partnership will allow us to underwrite the building's operation and invest in some improvements that will sustain the venue's positive image and ultimately benefit the Quad City community." stated Scott Mullen, Executive Director of The MARK.

Many arenas in the United States have offered naming-right sponsorships to corporations as a way to generate more revenue. "We feel that The MARK is a fantastic facility that has added tremendously to the lives of Quad City residents and surrounding cities, just as we have added to our customers lives in a positive way. Therefore, we want to work in unison with The MARK to continue that trend," stated Wendi Nolan, Senior Marketing Manager, i wireless.

The IQCCCA and i wireless will be working together in the future to devise a transition timeline and to arrive at a mutually agreeable name for the facility. Until then, the facility will continue to be The MARK of the Quad Cities.

The Authority's decision to pursue naming rights began in December of 2004 and i wireless submitted their successful proposal in early February. According to IQCCA Chairman Ted Johnson, "The board has always pursued advertising and other supplemental revenue options that contribute to the operation of The MARK to keep the facility from becoming a burden on taxpayers and we are very pleased that this partnership will economically benefit our facility."

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The MARK of the Quad Cities is a 12,000 seat Arena and Conference Center that opened in May of 1993 and has averaged almost 700,000 visitors each year through its many concerts, family-oriented shows, sporting events, and other community-related events. i wireless and The MARK of the Quad Cities have developed a strong partnership over the past 5 years.

Headquartered in Urbandale, IA, i wireless is focused on the needs of its wireless customers throughout eastern Iowa and western Illinois. Its affiliation with T-Mobile USA allows their customers to access national, all-digital voice and data networks in more than 10,000 cities nationwide. i wireless was founded in 1997 as a result of a partnership between Iowa Network Services (INS) and Western Wireless, which was marketed under the VoiceStream and Cellular One brands and has since become T-Mobile. For more information, visit the company's web site at www.iwireless.com.

For information regarding i wireless or to find out about upcoming performances or tickets at The MARK of the Quad Cities, please visit www.iwireless.com, www.themark.org or contact the box office at 309-764-2000.

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