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Contact:

John Youngren/Kate Pappas
Love Communications
801-519-8880

or

Trish Kapos
Spring Communications
801-308-1325

**SPRING COMMUNICATIONS ANNOUNCES PRIMARY SPONSORSHIP OF
PARK CITY CHARITY IMAGE REBORN**

SALT LAKE CITY – Spring Communications, the fast-growing Utah-based retailer of AT&T (formerly Cingular) wireless phones, is now the primary sponsor of Image Reborn Foundation, an organization dedicated to providing support for women recovering from and living with breast cancer, the company announced today.

The Park City-based organization provides a healing environment in which women with breast cancer, many of whom have had mastectomies, are encouraged to reclaim their sense of strength and personal image.

Although the sponsorship announcement comes in October – Breast Cancer Awareness Month –Spring’s commitment to supporting Image Reborn’s mission is ongoing.

“For years, Spring has supported our institute and our mission,” said Donna Creighton, executive director of Image Reborn Foundation. “Now, with Spring as our primary sponsor, we feel confident that the mission and values of this organization can be recognized by more and more women.”

“Image Reborn is a particularly worthy charity to support,” said Jason Ellis, Spring Communications’ president and CEO. “Although our company is predominantly male, we take a special interest in the health of the women employed by Spring, as well as the women throughout the state of Utah who are able to take advantage of Image Reborn’s unique and invaluable programs.”

In recognition of the sponsorship, all Spring retail employees will wear Image Reborn pins. Brochures about Image Reborn will be available on every retail countertop and in Spring Retail Support Centers and the Customer Loyalty Center throughout October.

About Image Reborn Foundation

Image Reborn Foundation was founded in 1999. The retreats are offered once a month in Park City. Weekend activities include visits with health care professionals, art therapy, yoga, catered meals, journaling and meditation relaxation techniques. For more information on Image Reborn Foundation or to make a donation, visit www.imagerebornfoundation.org or call 435-658-1715.

About Spring Communications

Spring – founded in Utah in April of 2001 by the company’s current chairman, Vern Dickman – employs over 400 people, operates 75 retail locations in Utah and Colorado and continues to expand throughout the

Intermountain West. Spring was recognized in 2004 as one of Utah's Top 15 "Emerging Elite." In 2005 it ranked #25 as Utah's "Top 100 Companies" and was recognized by *Inc. Magazine* as one of the nation's 500 fastest-growing private companies. In addition, Spring has been a "Best of State" honoree in Consumer Electronics and/or Telecommunications Resellers in 2003, 2004 and 2005.

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