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**RURAL CELLULAR CORP. PURCHASES INTEROP TECHNOLOGIES
SOLUTION FOR MOBILE INTERNET SERVICE**

Turnkey WAP Gateway with Hosted WAP 2.0 Deck Provides Capacity, Reliability

FORT MYERS, FL.—June 19, 2007—Interop Technologies, a leading provider of advanced wireless technology solutions, today announced that Rural Cellular Corp. (NASDAQ: RCCC) has purchased the WAP Gateway solution with hosted WAP 2.0 deck from Interop.

RCC, a full-service wireless company marketing under the Unicel brand name, serves more than 700,000 wireless customers in 15 states. Leveraging the Interop WAP gateway, Unicel will deliver MobileWebSM Internet service to its CDMA customers.

The Interop Technologies WAP Gateway is an integrated, push proxy solution with a graphic-rich WAP deck customized with the look and feel of the operator's brand. State-of-the-art techniques in clustering and load balancing enable the robust solution to deliver the scalability and throughput required in today's wireless environment. In addition, more capacity can be added on the fly without disrupting existing service. The solution delivers 99.999 percent reliability demanded by wireless operators and supports all handsets compliant with 3GPP/3GPP2 audio standards. Real-time usage tools monitor top links, content, and off-portal traffic for operator queries.

"Our wireless customers enjoy the convenience of obtaining news, sports, weather, entertainment, and business content on their handsets," said Ann Newhall, executive vice president and chief operating officer of Rural Cellular Corp. "Interop Technologies is providing an innovative, high-capacity WAP solution that will help us maximize customer satisfaction with mobile Internet services."

"We are very pleased to deliver a highly scalable and reliable WAP solution to Rural Cellular," said John Dwyer, Co-Founder, President and CEO, Interop Technologies. "We look forward to helping the company stay on the forefront of providing advanced wireless services to Unicel customers across the country."

About Interop Technologies

Interop Technologies (www.interoptechnologies.com) is a leading provider of advanced wireless technology solutions for the global wireless, packaged goods, and content industries. The company delivers hosted and turnkey messaging, device management, and personalization solutions. These technologies help increase revenue and brand loyalty for major companies and

meet consumer demand for innovative services. A proven partner with in-depth wireless expertise, Interop Technologies currently has nearly 150 deployments with more than 40 wireless operators and major brands across North America, Latin America, and the Caribbean. Founded in 2002, Interop is headquartered in Fort Myers, FL.

About Rural Cellular Corp.

Rural Cellular Corp. (Nasdaq: RCCC), based in Alexandria, MN, provides wireless communication services under the brand name Unicel to Central, Midwest, Northeast, South and Northwest markets located in 15 states. For additional information on the company and its operations, please visit www.unicel.com.

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