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**Polaris Wireless Announces Rural Cellular Corp. Deployment
Of The Polaris Wireless Location Signatures™ Technology**

*Proven Software Solution Provides Accurate, Reliable Location Information
While Speeding Deployment and Reducing Wireless Carrier Capital Expenses*

Santa Clara, Calif. – March 22, 2004 – Polaris Wireless, a pioneer in wireless location technology, announced today that going forward, Rural Cellular Corp. (RCC) is deploying Polaris Wireless's innovative location technology in the wireless carrier's TDMA networks. RCC, a full-service wireless company headquartered in Alexandria, Minn., is the second U.S. carrier to deploy the Polaris Wireless Location Signatures™ technology. On March 11, Polaris announced that Triton PCS deployed the technology across its service territory.

This deployment assists RCC in meeting the Federal Communications Commission's E911 Phase II deadlines in several of the Public Safety Answering Point (PSAP) areas within the company's coverage territory. In areas where PSAPs have requested E911 Phase II, RCC subscribers and roamers calling for emergency assistance can be located by Polaris technology, enabling public safety agencies to dispatch appropriate emergency services to those callers.

"The wireless location technology offered by Polaris Wireless enabled RCC to incorporate a very reliable and cost-effective solution for our E911 Phase II needs," said Richard Ekstrand, president and CEO of Rural Cellular Corporation. "We are able to meet deadlines and further enhance safety in a seamless manner from our customers' perspective, which is important in maintaining excellent customer satisfaction."

The Polaris Wireless Location Signatures™ product is a breakthrough in wireless location technology. Performance tested in the United States and Europe, the Polaris WLS™ product resides on standard servers and requires no modifications to handsets or cell sites. This network-based, software-only solution simplifies and speeds deployments, provides complete network coverage and dramatically reduces capital expenditures for wireless carriers.

The Polaris Wireless Location Signatures™ technology is integrated into the RCC network through standard data interfaces. RCC wireless subscribers and roamers who dial 911 are connected with the appropriate PSAP. The technology leverages data exchanged between the mobile handset and the wireless network as part of normal network operation. The Polaris system determines the location of the mobile phone and, upon PSAP request, relays the location to the PSAP, which dispatches fire, law enforcement or emergency medical personnel as appropriate.

"RCC is the recognized leader in rural wireless operations. The company's decision to deploy across multiple markets serves as a strong endorsement of our network-based, software-only solution," said Manlio Allegra, CEO of Polaris Wireless." With no additional hardware or backhaul required for cell sites, the Polaris solution becomes a perfect fit for all Phase II deployments—from the smallest rural to the most dense urban areas."

About Rural Cellular Corporation

A leading rural service provider headquartered in Alexandria, Minnesota, Rural Cellular Corporation [NASDAQ: RCCC] was established in 1990 and conducted its initial public offering in February 1996. RCC has completed a series of acquisitions and now serves more than 750,000 wireless customers in 44 markets in the Midwest, Northeast, South and Northwest regions. From its array of services including cellular, paging, long distance and PCS, RCC tailors its offering to address the needs of each of its rural markets in 14 states. Additional information about RCC is available at www.rccwireless.com.

About Polaris Wireless

Polaris Wireless (www.polariswireless.com) provides a network-based software technology for determining the location of mobile phones. The cost-effective Polaris Wireless Location Signatures™ product rapidly enables the deployment of ubiquitous, reliable public safety and location-based service applications. Headquartered in Santa Clara, Polaris Wireless helps U.S. carriers meet the FCC's E911 Phase II mandate and supports revenue-generating, location-based services for operators worldwide.

In 2003 Polaris succeeded in creating and deploying the first and only software-based location system that meets FCC E911 Phase II requirements. Today Polaris is generating commercial revenue from wireless service providers in the United States. Polaris is backed by California venture capital funds Draper Fisher Jurvetson of Redwood City, Draper Richards of San Francisco and Centre Palisades Ventures of Los Angeles. For more information on Polaris Wireless and the FCC's wireless E911 Phase II requirements, please visit <http://www.polariswireless.com>.

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