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**PRIME COMMUNICATIONS NAMES MICHAEL W. ORCHARD
CHIEF FINANCIAL OFFICER**

***Major Wireless Retail Chain Strengthens Corporate Staff
To Position for Additional Expansion and Acquisitions***

Sugar Land (Houston), TX—Jan. 18, 2006—Prime Communications, a leader in developing and operating high-performing retail stores for national wireless brands, announces the appointment of Michael W. Orchard as Chief Financial Officer. With more than 17 years in the wireless industry, Orchard brings extensive operations management, marketing and financial experience to the company.

Prime Communications operates 120 wireless retail stores in eight southeastern states, placing it within the Top 10 wireless agents nationwide. The retailer has plans to aggressively expand its operations over the next few years.

“Leveraging our substantial expertise in communications, retail and real estate, we are embarking on a program to grow rapidly through internal expansion and acquisitions,” said Farid Virani, President and Chief Executive Officer of Prime Communications. “Michael Orchard is a seasoned wireless industry professional whose skills will help us achieve our ambitious goals.”

Orchard succeeds Akbar Mohamed, who was recently named Chief Operations Officer.

Orchard most recently was Area Vice President, Texas/Louisiana, for Nextel Communications, Inc. He previously served as Vice President and General Manager for Cingular Wireless in Georgia and Indiana. Earlier, he was Executive Director of Finance for BellSouth Cellular Corp., now part of Cingular, and held general management positions with GTE Mobilnet, acquired by Verizon. Orchard holds a Bachelor of Science degree in Accounting from the University of Houston and is a Certified Public Accountant.

About Prime Communications

Prime Communications (www.primecomms.com) is a leader in developing and operating high-performing retail stores for national wireless brands, including Cingular and Verizon Wireless. Prime Communications offers a high-quality retail environment that is entirely consistent with the operator’s branding. Leveraging its substantial retail competencies and scalability, Prime Communications can help wireless network operators increase sales and expand availability of reliable, affordable wireless service to consumers across the United States. The company currently operates 120 retail specialty stores in eight southeastern states and intends to increase that number to 250-300 stores within the next few years.

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