



## News Release

For immediate release

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### Teaching Responsible Wireless Use

#### Cellcom Partners with My Mobile Watchdog

Green Bay, WI (September 17, 2014) – Cellcom recently partnered with My Mobile Watchdog to offer a solution for parents that want to monitor their children’s smartphone activity. Today children are connecting wirelessly at early ages to do everything from keeping in contact with family and friends to using applications for education to entertainment. With technology so engrained in everyday life, Cellcom advises parents to get educated and talk to their kids about being safe.

“Parents are the first line of defense and best resource in protecting kids from the dangers of cyberspace, so it’s important that they are educated,” said Brigid Riordan, director of public affairs for Cellcom. “We encourage parents to talk to their kids to find out how they are using their wireless device and ask what apps and features they use on their phones. This information can help parents determine what rules may need to be set so their kids are using their device appropriately.”

My Mobile Watchdog helps parents monitor activity to check if rules are being followed. The app brings over 20 parental controls to a child’s Android smartphone. Parents can then use their computer, tablet, iPhone or Android smartphone to monitor usage, manage settings and set up alerts.

“Laying groundwork for when and how kids can utilize their phone can help them make better decisions. This can include things like setting limits in regards to where they are allowed to go on the internet, who they may have contact with, and what information they can share,” said Riordan. “My Mobile Watchdog makes it fast and simple to get connected to your child’s developing digital life and teach them how to use their smartphone responsibly.”

Cellcom is committed to educating customers on the responsible use of its products and through the company’s partnership with My Mobile Watchdog, users can get a free 30 day trial of the app by visiting <https://www.mymobilewatchdog.com/signup-cellcom.shtml> and entering the promo code CSUP001.

Additional tips for responsible wireless use can be found at [www.cellcom.com/security.html](http://www.cellcom.com/security.html).

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Cellcom is an innovative wireless company that provides nationwide service for its customer base throughout Wisconsin and Michigan, with nearly 70 retail and agent locations. Cellcom is respected for its long-standing reputation of delivering extraordinary customer care, being a strong community partner, and for its renowned network, which is customized to its rural markets. As a subsidiary of Naight, Cellcom is part of a family of companies offering complete telecommunications services.