



## Centennial Wireless

*"Knowing my guy in the field is looking at the market from my perspective, with full understanding of that perspective, takes all the pressure off of me..."*

--Jason Currie

### Centennial Wireless Retail Location • Grand Rapids, MI • Retail Property

Centennial Wireless is a regional wireless telecommunications provider that operates a GSM (Global System of Mobile Communications) network in the Midwest states of Michigan, Ohio and Indiana as well as the Southeastern states of Mississippi, Louisiana, and Texas. Founded in 1987 and headquartered out Fort Wayne, Indiana, Centennial has nearly 3,600 employees with nearly 150 locations in 6 states. Centennial Wireless is a wholly owned subsidiary of Centennial Communications. Centennial also operates CDMA (Code Division Multiple Access) networks in Puerto Rico and the Dominican Republic.

Being the new kid on the block is never an easy challenge and that's where Centennial Wireless found themselves in 2005 as they jumped into the West Michigan market. Trying to out position wireless giants like Verizon, Alltel and Sprint would be the challenge, or would it? Not necessarily.... Competition can be a good thing too. Ultimately the real challenge was finding "A" locations in the high density corridors first, and then filling in the smaller markets, regardless of where the competition is. With "A" locations few and far between in many of the thriving corridors, we adapted to the market and started looking for "A" locations in smaller cities in conjunction. Grand Rapids, Kalamazoo, Battle Creek and Lansing were the starting points. Both Kalamazoo and Battle Creek had current stores prior to the big push in 2005 so they would be up for re-locations and new sites.

The solution here was clear and easy to implement. Get out there, drive the markets, understand what Centennial Wireless' game plan is to thoroughly and effectively be able to communicate the found data back to them. In 2005 Centennial opened 4 new Grand Rapids locations, 1 Holland location and 3 Lansing locations. 2006 followed with new sites in Battle Creek and Kalamazoo, Hillsdale and Otsego. 2007 was a slower year for Centennial in Michigan, with relocations and new stores happening in Battle Creek and Kalamazoo along with Hastings, Caledonia and Big Rapids.

*"Knowing my guy in the field is looking at the market from my perspective, with full understanding of that perspective, takes all the pressure off of me and makes my job easier, while making me look good to my partners. Chad Clemens fit the bill. Along with his market knowledge, Chad showed the tenacity and tireless effort we expected in implementing our aggressive West Michigan roll out. Always asking questions and being pro-active in his approach, I can always count on constant communication with Chad. We'll continue using the services of Chad Clemens as we continue to grow our West Michigan retail portfolio."*

--Jason Currie, Regional Vice President  
Centennial Wireless Communications