



NEWS RELEASE

CenturyTel Enters into Reseller Relationship with Cingular Wireless to Offer Wireless Voice and Text Messaging Services

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MONROE, La.--(BUSINESS WIRE)--Sept. 20, 2004--CenturyTel, Inc. (NYSE:CTL) announced today it has entered into a reseller relationship with Cingular Wireless that will allow CenturyTel to provide wireless voice and text messaging services as part of its full suite of bundled product and service offerings.

CenturyTel expects to begin offering its wireless services by the end of the year in select markets.

"We continue to strengthen our position in the marketplace as an integrated communications provider," said Glen F. Post, III, CenturyTel chairman and CEO. "As with the EchoStar partnership announced a few weeks ago, this agreement allows CenturyTel to provide total solutions to our customers and enables us to be more competitive in our markets."

As part of the agreement, CenturyTel will be responsible for all marketing, provisioning, customer service and billing for its wireless services. Customers will have the convenience of calling one company for their communications products and services included on one bill.

CenturyTel plans to offer its wireless services as part of its integrated bundles which can include local and long distance telephone service, a wide variety of advanced calling features, dial-up and high-speed DSL Internet service and satellite TV services.

CenturyTel, Inc. provides communications services including local, long distance, Internet access and data services to customers in 22 states. The company, headquartered in Monroe, Louisiana, is publicly traded on the New York Stock Exchange under the symbol CTL, and is included in the S&P 500 Index. CenturyTel is the 8th largest local exchange telephone company, based on access lines, in the United States. Visit CenturyTel at www.centurytel.com.

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