BOCA RATON, Fla., July 19, 2006 /PRNewswire via COMTEX/ -- Cingular Wireless today announced it has hired Maurice Contreras (BSBA '82) as Director of Marketing for the company's South Florida region, which covers Key West to Vero Beach.

Contreras, who has lived most of his life in South Florida, will be responsible for the company's local advertising, marketing communications, customer retention, Hispanic marketing, and sponsorships and promotions.

Before joining the nation's largest wireless carrier, Contreras held senior management positions in marketing with TracFone, Verizon and Blockbuster Entertainment, where he had a proven track record in delivering outstanding returns.

"Maurice has a keen ability to understand what customers want, to effectively communicate the value of products and services and to achieve customer loyalty and retention," said Rich Guidotti, vice-president and general manager for Cingular's South Florida market. "Not only does he bring an impressive set of talents to the table, but also Maurice has strong ties in the Hispanic community, and the growing Hispanic market segment is a top priority for us," added Guidotti.

Contreras holds a bachelor's degree in finance and marketing from the University of Florida and a master's degree in business administration from Nova Southeastern University.

About Cingular Wireless

Cingular Wireless is the largest wireless carrier in the United States, serving 55.8 million customers. Cingular, a joint venture between AT&T Inc. (T) , has the largest digital voice and data network in the nation -- the ALLOVER(TM) network -- and the largest mobile-to-mobile community of any national wireless carrier. Cingular is a leader in third generation wireless technology. Its 3G network is the first widely available service in the world to use HSDPA (High Speed Downlink Packet Access) technology. Cingular is the only U.S. wireless carrier to offer Rollover(R), the wireless plan that lets customers keep their unused monthly minutes. Details of the company are available at http://www.cingular.com/. Get Cingular Wireless press releases emailed to you automatically. Sign up at http://cingular.mediaroom.com/.

SOURCE Cingular Wireless