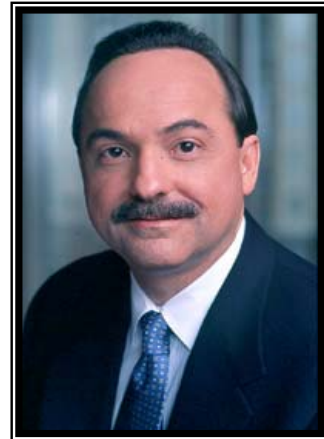




**Ralph de la Vega**  
**Chief Operating Officer**  
**Cingular Wireless**



Ralph de la Vega, chief operating officer of Cingular Wireless, is responsible for technology planning, network operations, marketing, sales, and customer care for the nation's largest wireless carrier.

Prior to joining Cingular in January 2004, he served as President – BellSouth Latin America, with overall responsibility for BellSouth's operations in ten countries (Argentina, Uruguay, Colombia, Venezuela, Chile, Peru, Ecuador, Panama, Nicaragua, and Guatemala).

Previously, he was BellSouth's President of Broadband and Internet Services. In this position he had overall responsibility for the deployment, marketing, and operations of broadband services such as ADSL (Asymmetric Digital Subscriber Line). In addition, he had responsibility for BellSouth Internet Services and BellSouth's fast growing data support groups.

De la Vega started his career in 1974 with BellSouth (then Southern Bell) as a management assistant. Over the years he held numerous positions of increasing responsibility in Network Planning, Consumer Services, Engineering, and Operations, including a rotational assignment at Telcordia (Bellcore) and was responsible for all BellSouth Telecommunications Network Operations in Florida, Alabama, Mississippi, and Louisiana.

A native of Cuba, he holds a B.S.M.E. Degree from Florida Atlantic University, an M.B.A. from Northern Illinois University, and he has completed the Executive Program at the University of Virginia.

In August 2004, de la Vega was selected Executive of the Year by the Association of Latino Professionals in Finance and Accounting for his historical support of diversity in the workplace and financial integrity.

The magazine *Hispanic Engineer and Information Technology* (May, 2003) named de la Vega one of America's "50 Most Important Hispanics in Technology and Business" based on his strong leadership, achievements in helping to advance access to technology, and contributions to furthering technical literacy within the Hispanic community.

De la Vega was also listed in *Hispanic Business Magazine* "Top 100 Hispanics" in October 2004.

De la Vega is on the board of Junior Achievement of Georgia, where he serves as the chairman of the JA Hispanic Initiative, a program to encourage Hispanic students to remain in school and prepare for success in the U.S. business world. In addition, he serves on the board of directors for the Atlanta Symphony Orchestra and is a board member for the Georgia chapter of the Boy Scouts of America.