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By Adam Fendelman, About.com

## Low-Cost, No-Contract Consumer Cellular Service Targets AARP, Seniors

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Here's a niche offering: [Consumer Cellular](#)<sup>1</sup> wants seniors aged 50 and over to use its low-cost, no-contract cell phone service.

As the official wireless provider of the AARP, Consumer Cellular says 80 percent of its customers are 50 or older. Consumer Cellular is a *mobile virtual network operator* (MVNO), which means it doesn't own its own spectrum or have its own network infrastructure.



Image © Consumer Cellular

Instead, Consumer Cellular buys minutes from the traditional cell phone carriers for resale to their niche customers.

Plans at Consumer Cellular start as low as \$10 per month and go up to \$60 per month for 2,000 minutes and 10 cents for each additional minute. A mid-range plan prices at \$30 for 500 minutes with additional minutes running 25 cents each.

There are no roaming fees and no long-distance charges with Consumer Cellular. You can add a second phone to any plan for an additional \$10 per month and share all the free minutes. The company, which describes itself as a wholesale wireless service provider, was founded in 1995.

[Prev](#)<sup>4</sup>

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