

Reichelt says sorry for Cell C 4G 'confusion'

Cell C CEO Lars Reichelt has used a full-page advertisement in Sunday's *City Press* newspaper to apologise for "confusion I may have caused" with the company's controversial "4G^s" branding



By Duncan McLeod: @mcleodd 18 Oct 2010



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In the prominent advertisement, which is addressed in the form of a letter to SA cellphone users, Reichelt apologises for sowing confusion with Cell C's use of the 4G and, later, 4G^s terms.

Continue reading the [full article](#) on www.TechCentral.co.za.

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