



It's that kind of experience.

wowway.com

WOW! IS HIGHEST IN CUSTOMER SATISFACTION FOR THE NORTH CENTRAL REGION IN THE J.D. POWER AND ASSOCIATES 2007 RESIDENTIAL CABLE/SATELLITE TELEVISION STUDY

Colorado Springs, CO – August 15, 2007 – WOW! Internet, Cable and Phone (WOW!), a competitive provider of cable TV, high-speed Internet and telephone services, announced today that it has received the award for highest customer satisfaction in the J.D. Power and Associates 2007 Residential Cable/Satellite Television Satisfaction StudySM for the North Central Region. This marks the third consecutive year in which WideOpenWest distinguishes itself, having also received the highest honor by J.D. Power and Associates in 2005 for highest overall customer satisfaction and in 2006 for highest customer satisfaction in the North Central region.

WOW! rated highest in all of the six factors driving customer satisfaction: Performance and Reliability, Customer Service, Cost of Service, Company Image, Billing, and Offerings and Promotions. The study measures customer satisfaction with cable and satellite TV providers in four regional segments: North Central, East, West and South. WOW! received the highest satisfaction score in the study nationwide.

"Taking care of our customers is our highest priority at WOW! Internet, Cable and Phone, and we have always been fully committed to providing our customers with exceptional services," said Mike Furst, WOW! Senior Vice President of Customer Care. "We are honored by our customers' appreciation expressed through this J.D. Power and Associates study and remain committed to maintaining that level of satisfaction."

WOW! serves customers in the greater metropolitan areas of Detroit, Michigan; Chicago, Illinois; Columbus and Cleveland, Ohio; and Evansville, Indiana. The company offers a variety of cable television services including Basic Cable, Digital Cable, High Definition Television, and Digital Video Recorders. In addition, WOW! customers are able to bundle their cable television services together with high-speed Internet and telephone service, and enjoy the benefits and savings of receiving all their services from one provider.