



WOW! Heats up Competition in Florida amid Charter-Bright House Cable Merger and Frontier-Verizon Transaction

Cable Operator Invests \$20 Million to Expand Broadband Footprint and Deliver New Residential and Commercial Services in Pinellas County and Tampa

ENGLEWOOD, Colo. – June 8, 2016 – WOW! Internet, Cable & Phone, a leading provider of high-speed Internet, digital cable TV, and phone services, today announced that it has invested approximately \$20 million in Pinellas County and Tampa to expand and upgrade its local broadband network and offer new residential and commercial services. The investment enables the company to compete more effectively and continue to grow in the area at a time when industry consolidation may cause some market disruption and limit consumer choices.

WOW! serves the majority of Pinellas County and parts of Tampa with its own local broadband network that passes about 270,000 residences and 30,000 businesses. The investment has helped the company achieve double-digit year-over-year revenue growth for two consecutive years in the area and positions WOW! with an opportunity to gain greater market share amid the Charter-Bright House merger and Frontier-Verizon transaction.

“WOW! has a rich legacy of being an award-winning, independent operator that has competed effectively throughout the Southeast and Midwest U.S.,” said Steve Pozil, WOW! Vice President and General Manager for Florida. “What sets us apart in Pinellas County, Tampa and the other markets we serve is the exceptional customer experience and value we provide. Mergers and other industry transactions often can be disruptive and present WOW! with opportunities to create even more value and serve new residential and commercial customers.”

WOW! has served Pinellas County since 2012 through its acquisition of Knology. The company owns and operates more than 40,000 miles of local fiber-optic and coaxial networks in the Southeast and Midwest which, along with its data centers, including one in Tampa, provide customers with scalable, low-latency access to national carrier backbones.

Recognizing the opportunity for growth in the Pinellas County area, these investments enabled WOW! to launch a variety of new Internet, video and phone services. WOW!’s Ultra service provides an advanced entertainment experience that includes a whole home HD DVR, simple access to a customer’s Netflix account, and a smart menu designed to optimize viewing.

Most recently WOW! introduced 300 Mbps Internet service for residential and business customers in St. Petersburg and throughout the company's service area in Pinellas County. The addition of 300 Mbps Internet service complements WOW!'s service lineup of 10 Gbps-capable fiber-based Internet, voice, data and cloud services for area businesses. Moreover, WOW! is currently evaluating opportunities to further expand its presence in the area, along with offering additional products across its service territory.

In April 2016, [The Netflix ISP Speed Index](#) ranked WOW! third overall among service providers in its measurement of prime time Netflix performance; first among companies serving markets in Florida and ahead of Verizon FiOS, Bright House and Charter. The following month, WOW! earned a first-place [PCMag Readers' Choice Award](#) based on what customers reported about their Internet speed, service reliability, and value.

For a limited time, WOW! is offering residential consumers in Pinellas County 110 Mbps Internet service for \$34.99 per month for one year with a 12-month agreement and 110 Mbps Internet and Medium Cable plus the choice of a premium channel for \$64.99 per month for one year with a 12-month agreement. To learn more about these special offers please contact WOW! at 1-855-4WOW-WAY.

About WOW! Internet, Cable & Phone

WOW! is one of the nation's leading broadband providers, serving residential, business and wholesale customers in Illinois, Michigan, Indiana, Ohio, Kansas, Maryland and the Southeast. With an expansive portfolio of advanced services including high-speed Internet, data, voice, cloud and cable television services, the company is dedicated to delighting customers with friendly, quality service at affordable prices. Visit wowway.com or wowforbusiness.com for more information.

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