



FOR IMMEDIATE RELEASE

BendBroadband Launching 60 Mbps High-Speed Internet Service

Bend, OR, September 21, 2009 -- BendBroadband announced today that it is taking the evolutionary step from broadband to wideband technology with the launch of its next-generation DOCSIS 3.0 high-speed Internet service. With DOCSIS 3.0-enabled wideband service, BendBroadband will offer download speeds up to 60 Mbps. DOCSIS 3.0 technology enables the bonding of multiple digital channels which results in significantly more throughput capacity.

"BendBroadband has been at the forefront of technology for over a dozen years. We are delighted to bring Central Oregonians Internet speeds that rank among the fastest in the nation. These fast speeds and the rich offering of more than 90 high-definition channels are the result of moving our platform from analog to all-digital at the end of 2008," said Amy Tykeson, President and CEO of BendBroadband. "The spectrum we reclaimed through the digital transition allows BendBroadband to continue to bring innovative products to our Central Oregon customers."

The new speeds put Central Oregon on par with fastest broadband speeds available in North America. The new speeds will be available beginning in early-October to all residential and business customers within BendBroadband's cable footprint.

"The DOCSIS platform is the foundation for continued advancements for the cable industry. With channel bonding we will stay on the leading edge of Internet performance with speeds well over 100 Mbps in future years. At launch, DOCSIS 3.0 will be deployed to 100% of BendBroadband's Central Oregon footprint." added Frank Miller, the company's Chief Technology Officer.

As part of the DOCSIS 3.0 deployment, BendBroadband will introduce two new premium tiers to its residential and business class customers. Both new services are ideally suited for households or businesses that regularly use several computers for Internet access or for power users that demand the fastest speeds possible for gaming and video downloads.

BendBroadband's new Platinum service will offer speeds of up to 60 Mbps. The monthly price is \$89.95 per month when bundled with the company's TV or phone service. The bandwidth usage allowance for Platinum will be 150 GB per month.

In addition to the two new Premium tiers, BendBroadband has also announced that current customers subscribing to the company's Silver level of service will receive a speed increase to 14 Mbps and at no additional cost.

Business customers will also experience immediate benefits from wideband speeds with increased efficiency and productivity. Customers can opt for the new Business 25 Mbps or 60 Mbps plans which include a full suite of features and support.

“Who would of believed ten years ago that we would have these types of speeds available?” added Miller, “60Mbps...that’s one fast puppy!”

About BendBroadband:

BendBroadband is a family-owned, Oregon-based company serving Central Oregon since 1955. A leader in the cable sector, the company offers an extensive range of broadband, cable and telephone services for commercial and residential customers. Central Oregon facilities include over a thousand miles of fiber and coax infrastructure along with a metropolitan optical Ethernet serving the business community. BendBroadband offers multiple high-speed Internet and phone options, Video on Demand, digital video recorders, 100% digital cable, HDTV (including more than 90 HD channels) and a choice of interactive program guides. The company recently introduced outdoor Wi-Fi service in its footprint and announced wireless broadband to an expanded Central Oregon footprint later in 2009. In the community, BendBroadband provides extensive local sports and civic programming created and produced by COTV, channel 11. The company focuses corporate contributions and sponsorship efforts on children and youth, and by supporting the arts and entertainment in Bend, Redmond, Sisters and Prineville.