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BendBroadband Reveals New Logo and Branding

“Local Dog” Highlights the Company’s Commitment to Central Oregon

Bend, OR, September 21, 2009 -- BendBroadband has revealed a new logo which emphasizes the company’s character qualities.

“Brands are built on promises made and kept,” commented Amy Tykeson, BendBroadband CEO and President. “Being local will not guarantee that customers will choose or stay with BendBroadband. But by delivering reliable products, being responsive to customers’ needs and providing efficient, trustworthy service, the fact that we are local and give back to our communities makes the difference for many customers. That’s why our new tagline is, “We’re the local dog. We better be good.” We are making a promise to our customers to work harder to ensure their happiness with BendBroadband. This commitment has been embraced by our 200 local, Central Oregon employees”

BendBroadband’s new logo and tagline will immediately become a central component of the company’s advertising and communications strategy. “When we compared ourselves to all of the competitors in the Internet, telephone and TV space, we found an important opportunity to differentiate ourselves.” Tykeson added. “Our new logo symbolizes who we are as a company. We are nationally recognized as a technology leader in the cable sector, yet we are local—right here in Central Oregon-- with great employees who care about our customers and are involved in our communities.”

“Our brand is everything the world sees and hear from and about us,” Tykeson said. “At its essence, our brand and business are about establishing meaningful relationships with our customers—earning and keeping their trust with all that we offer and everything that we do. The brand is how our phones are answered, how we present ourselves and of course how our products perform. ”

The new logo features a distinctive silhouette of a running dog designed by the Sisters-based branding firm, Brand Navigation. “Why a dog?” asked Tykeson. “Just like people, brands are known by their character qualities. In surveying our customers, we found that the most significant contributors to customer satisfaction are reliable service, being responsive to their needs and customers want to talk with someone they can trust who will solve their problem.

Being likable doesn't hurt either. There is probably no symbol that better encapsulates the qualities we embrace than a loyal dog."

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.