



FOR IMMEDIATE RELEASE

## **BendBroadband Launches Nation's Fastest Wireless Internet Service**

**December 15, 2009 Bend, Ore.** – BendBroadband has announced the launch of the nation's fastest wireless data network. The local family-owned cable operator dramatically expanded its service footprint in Central Oregon with the first U.S. deployment of the HSPA+ (High Speed Packet Access Plus) wireless broadband network standard, upgradable to LTE (Long Term Evolution).

The company's new wireless broadband network will provide the fastest wireless speeds available in the U.S., delivering 15 Mbps under optimal conditions. Average download speeds, depending on customer location, will be between 6 and 8 Mbps.

BendBroadband's wireless network extends miles beyond its cable footprint to encompass Madras to the north and La Pine to the south. The new service also provides east-west coverage from Prineville to Sisters. Within those four geographic points, residents who have struggled for broadband services now have access to robust high-speed Internet service. The company will introduce a feature-rich home telephone service to these areas in early 2010. With this new wireless technology, BendBroadband will also reach homes inside their cable footprint which have not been economically feasible to serve via traditional fiber-coax cable infrastructure.

Amy Tykeson, President and CEO of BendBroadband said, "Our significant investments in wireless service combined with our dedicated team of local employees enables us to deliver a best-of-breed broadband experience to our neighbors in the surrounding areas. Until now, many rural Central Oregonians have had little or no access to broadband. We are proud to lead the nation with the first HSPA+ deployment with the country's fastest wireless broadband service."

"We have worked with local resources and vendor partners across the globe to build a network like no other in the country. It is an exciting day for rural Central Oregon as we officially close the digital divide in our region," added Frank Miller, BendBroadband's Chief Technology Officer.

The company's wireless offering consists of three different products for both home and business consumers: high-speed Internet, mobile broadband, and telephone service. Home and business high-speed Internet customers will use a BendBroadband-supplied fixed

location modem. The modem includes a wireless router which also provides Wi-Fi throughout the customer's location. For mobile Internet, a USB device is used to access BendBroadband's wireless broadband network virtually anywhere in Central Oregon.

Bundled prices for the fixed modem wireless Internet service range from \$39.99 to \$74.99 per month. Several mobile broadband plans are available with prices starting as low \$19.99 per month when bundled with the home or business fixed modem wireless Internet service. For the telephone service coming in early 2010, the company will offer three plans ranging from \$18.99 to \$38.99 per month. Options include unlimited local and long-distance calling, voicemail and 30 other features. BendBroadband's telephone service is an alternative to traditional landline service.

More details on service plans, equipment and pricing can be found on the company's website at [BendBroadband.com](http://BendBroadband.com).

#### **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 metropolitan optical Ethernet, T-1/PRI, hosted PBX and collocation services serving the business community. BendBroadband offers multiple phone and high-speed Internet options with speeds up to 60 Mbps. The company was among the first in the nation to be 100% digital and offers Video on Demand, digital video recorders, HDTV (including more than 95 HD channels) and a choice of interactive program guides. BendBroadband recently introduced outdoor Wi-Fi service and as noted in this press release, has also launched wireless broadband to an expanded Central Oregon footprint. In the community, BendBroadband provides extensive local sports and civic programming created and produced by COTV, channel 11. The company focuses its corporate contributions and sponsorship efforts on children and youth, and by supporting the arts and entertainment in Central Oregon.