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## PRESS RELEASE

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### CENTRAL OREGON CABLE ADVERTISING CHANGES NAME TO ZOLO MEDIA

Central Oregon Cable Advertising (COCA) is now Zolo Media to reflect multi-platform television production and local advertising capabilities with the recent purchase of KBNZ-CBS.

Zolo Media provides multi-platform video entertainment options for Central Oregonians. This includes KBNZ-CBS, 27 National Cable Networks on BendBroadband and Crestview Cable, COTV11 on BendBroadband and The Home Showcase on AdCentral4.

“The media landscape is changing in Central Oregon. Viewers have a lot more choices for entertainment that are customizable to their individual preferences. Our new identity needed to reflect that. We liked “Zolo” because it doesn’t limit our ability to move into more advanced technological capabilities as they emerge in the future.” – Tim Olson, Zolo Media Vice President and General Manager

Zolo Media sells television and internet advertising to local, regional and national businesses. Zolo Media also provides creative services for commercial video production

Zolo Media is a sister company of BendBroadband. Zolo Media was founded as Central Oregon Cable Advertising, LLC in 1992.

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