

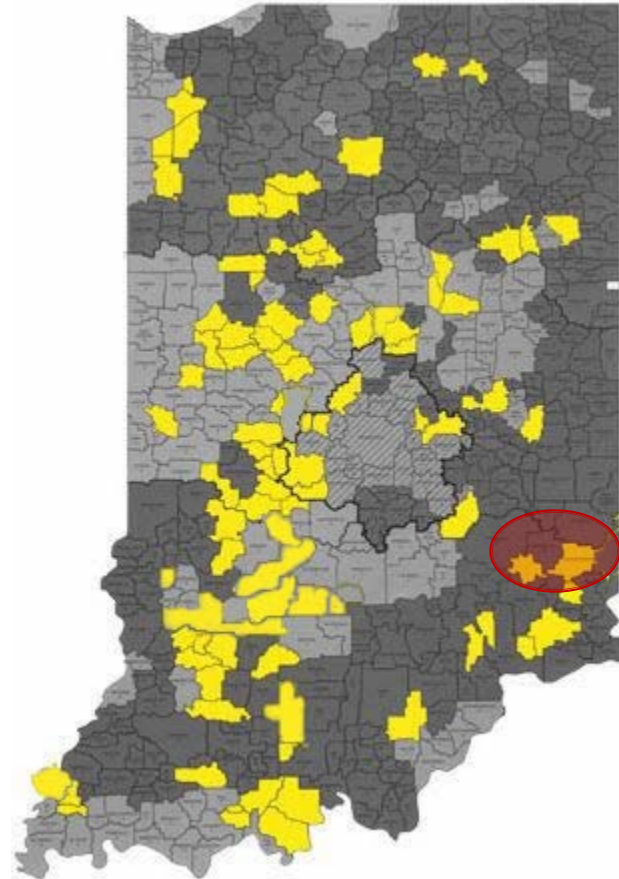


700MHz Wireless Project Overview

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About ETC

- ▶ Founded in 1933
- ▶ Locally owned and community focused
- ▶ Headquartered in Sunman, Indiana
- ▶ Currently provides service to Greensburg, Batesville, Sunman and Brookville



ETC's License

Call Sign	Radio Service	License Name	Market Code	Market	Channel Block	LTE FDD
WQJU454	Lower 700	AT&T Mobility Spectrum LLC	CMA037	Louisville, KY-IN	B	x
WPWV211	Lower 700	AT&T Mobility II LLC	CMA037	Louisville, KY-IN	C	x
WQJU678	Lower 700	Triad 700, LLC	CMA408	Indiana 6 - Randolph	B	
WPYZ905	Lower 700	AT&T Mobility II LLC	CMA408	Indiana 6 - Randolph	C	x
WQJU595	Lower 700	AT&T Mobility Spectrum LLC	CMA410	Indiana 8 - Brown	B	x
WPWU916	Lower 700	Bluegrass Cellular, Inc	CMA410	Indiana 8 - Brown	C	x
WQIZ580	Lower 700	Miles Communication s Corp	CMA411	Indiana 9 - Decatur	B	
WPYZ906	Lower 700	AT&T Mobility II LLC	CMA411	Indiana 9 - Decatur	C	x
WQJU599	Lower 700	AT&T Mobility Spectrum LLC	CMA449	Kentucky 7 - Trimble	B	x
WPWU921	Lower 700	Bluegrass Cellular, Inc.	CMA449	Kentucky 7 - Trimble	C	x

Wireless Project Background

- ▶ In 2010, ETC was awarded a Broadband Initiatives Program (BIP) grant/loan to build a wireless network in Southeastern Indiana
- ▶ 3 year build-out schedule
- ▶ Designed to enable broadband access to unserved and underserved
- ▶ Originally proposed WiMax network...

Key Success Points

- ▶ Network Design
 - 40 sites
 - \approx 100 miles of new fiber
 - 4G- 4th generation wireless network
- ▶ 7 counties served, covering:
 - > 52,000 households
 - > 11,000 businesses
 - > 100 strategic institutions
- ▶ Up to 6Mbps download
 - Speed will depend on distance from tower

Proposed Network Design

Note: This section removed for distribution

LTE Decision

Why LTE?

- ▶ Commercially available
- ▶ Tier 1 support
 - Adjacent spectrum to AT&T
 - Robust ecosystem being created
- ▶ Mobile & fixed opportunities
- ▶ FCC standard for public safety
- ▶ Spectral efficiency
- ▶ Low latency
- ▶ Roaming opportunities

Marketing

Marketing Plan

- ▶ Teaser postcards during installation
 - Get Ready, Get Set, Go!
- ▶ Launch parties once site is live
 - Hands on demo of services
- ▶ Attractively priced
 - No data caps (at this point anyway)
- ▶ Website, Facebook and Twitter integration
- ▶ Focus on 4G to join the bandwagon



NO MATTER WHAT YOUR LIFESTYLE...



GET READY FOR 4G BROADBAND SERVICE FROM ETC!
Roll your mouse over the images to learn more.

- ▶ Are you unable to get **broadband** at your home?
- ▶ Is your current internet access **unreliable**?
- ▶ Are you ready to **join the 4G** wireless revolution?

Interested in learning more?

Sign me up for updates!

Submit

With 4G by ETC, soon you'll have access to the most advanced wireless network right here in Southeastern Ohio. Starting in mid-2011, ETC will begin deploying advanced 4G wireless services to Decatur, Jefferson, Jennings, Ohio, Ripley, Scott and Switzerland Counties. 4G by ETC will

www.etczone.com/4g

Service Area

Starting in mid-2011, ETC will begin deploying advanced 4G wireless services to Decatur, Jefferson, Jennings, Ohio, Ripley, Scott and Switzerland Counties.



Current Status

- ▶ Working to finalize network design
 - Finalize lease agreements with tower owners
 - Finalize fiber routes/wireless backhaul
- ▶ Equipment vendor/technology selection
 - Awaiting approval process– expect confirmation soon
- ▶ Jobs creation
 - 3 positions created initially
 - Will be posting for 4 more positions in April
 - More to follow as network expands

Questions?

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