

Exede

Situation Exede is one of the nation's premier satellite broadband service providers. Featuring throughput speeds exponentially faster than those of first generation satellite systems, Exede gives rural customers across the country a satisfying online experience comparable to that of cable and DSL broadband services, which often aren't available to rural communities.

Through a partnership with our National Rural Telecommunications Cooperative client, we've helped Exede grow awareness of its services among rural electric co-ops via a wide range of online, collateral, and print campaigns. Our work for Exede continues to support numerous promotional offers and seasonal messages, and incorporate targeted strategies to maximize appeal to different communities, states, and regions.

Solution **Member Tailored**

We created promotional campaigns that NRTC member co-ops could use, customized with their own logos and phone numbers, to market Exede to their customers. These included various premium and discount offers on print ads, bill stuffers, and hot cards.

Seasonal

Additional marketing support for Exede was provided during strategic times of the year, including back-to-school/fall months, summer, and year-end holidays. Our work was featured in print ads, Facebook and banner ads, and countertop displays.

Results

While co-ops are managing their own media plans, they have enthusiastically embraced the creative tools we developed to attract subscribers. Our work has helped Exede expand its presence in rural communities across the country and show why its technology offers a high-quality alternative to other broadband services.

We believe it has to be GREAT to be GOOD ENOUGH for our community

NAME OF COOP/DEALER is more than a telecom company. We're a part of your community as well. Which is why we only offer our customers satellite broadband that meets our highest standards. With Exede's ultra-fast, super-reliable connections, you get the high-powered internet experience you've always wanted. You'll download files, stream video and music, and messages effortlessly—here's

exede
internet
12
Mbps

And you get:

- Local customer care
- Choice of data allowance plans
- Advanced web acceleration technology
- FREE standard installation by a certified technician

Contact Us Today
[Dealer Name/Logo] v

Contractor for service availability in your area. Service not available in all areas. Exede's ultra-fast, super-reliable connections, you get the high-powered internet experience you've always wanted. You'll download files, stream video and music, and messages effortlessly—here's

Dealer Name
Dealer Address 1
Dealer Address 2

blaze-ified



The First Thought You'll Have When You Experience High Speed Satellite Broadband from [COOP/DEALER]

[Dealer Name]

Up to 12Mbps starting at \$XX.XX

faster-ized

The Best Way to Describe High-Speed Satellite Broadband from [COOP/DEALER]

[Dealer Name]

Up to 12Mbps starting at \$XX.XX

Dealer Name
Dealer Address 1
Dealer Address 2



Step Up to Super-Fast Satellite Internet

Exede™ is changing everything you thought you knew about broadband via satellite technology. Now you can browse the Internet, download photos, stream music and video, and send big files at blazing speeds.

- Up to 12 Mbps download and upload speeds
- FREE Standard Installation by a certified technician
- FREE Shipping and Handling
- One-time setup fee of \$149.95

Call Now! XXX-XXX-XXXX

Up to 12Mbps starting at **\$XX.XX**

[Dealer Name]

Dealer Name
Dealer Address 1
Dealer Address 2

Whoa that's Fast!



High-Speed Internet from Exede™ is here

Up to 12Mbps starting at \$XX.XX

[Dealer Name]

Yipes that's Fast!

High-Speed Internet from Exede™ is here

Up to 12Mbps starting at \$XX.XX

[Dealer Name]

Dealer Name
Dealer Address 1
Dealer Address 2



- print ads
- website banners

HIGH-SPEED INTERNET WITH DOUBLE SAVINGS



MONTHLY DISCOUNTS
\$10 off every bill
for 12 months

FREE ACTIVATION
\$150 activation
fee waived!

SUPER FAST Speeds up to 12 Mbps	PROMPT & PROFESSIONAL Installation
RELIABLE Customer Support 24/7	AFFORDABLE Service for about \$2 a day

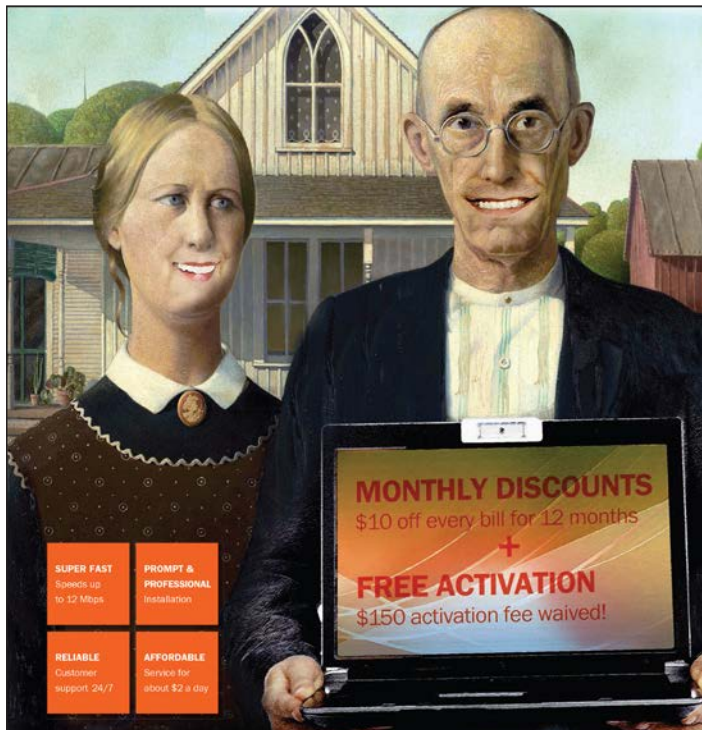
Exede High Speed Internet lets you enjoy your favorite websites, keep in touch with family and friends, shop online and download your favorite movies, shows and songs the way you want — super fast! It's the Internet service that delivers 140% of its advertised speed* and is backed with the reliability and support of NRTC Rural Broadband, the organization dedicated to providing technology solutions to rural communities across the country.

**Call 1-888-276-8054 or
visit www.localexede.com**

exede
INTERNET

CHICKASAW ELECTRIC
A Chickasaw County, Georgia, Utility

*NRC, 2012 Measuring Broadband America



MONTHLY DISCOUNTS
\$10 off every bill for 12 months
+
FREE ACTIVATION
\$150 activation fee waived!


SUPER FAST Speeds up to 12 Mbps	PROMPT & PROFESSIONAL Installation
RELIABLE Customer support 24/7	AFFORDABLE Service for about \$2 a day

SMILE! YOU'RE ABOUT TO SAVE ON HIGH-SPEED INTERNET

Exede High Speed Internet lets you do all the things you want to do—shop, download music, and stream movies and TV shows—super-fast and at super savings! It's the Internet service that delivers 140% of its advertised speed* and is backed with the reliability and support of NRTC Rural Broadband, the organization dedicated to providing technology solutions to rural communities across the country.

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INTERNET

**Call 1-855-393-3387 or
visit www.localexede.com**



**YOUR FAMILY'S NEED FOR SPEED
HAS JUST BEEN ANSWERED**

MONTHLY DISCOUNTS
\$10 OFF EACH MONTH FOR FIRST 12 MONTHS

FREE INSTALLATION
WITH NO ACTIVATION FEE

Call 855-462-8259 today!

Choptank Electric Cooperative
A "Rural Broadband" Company

exede
INTERNET

A KNOCKOUT DEAL FROM EXEDE INTERNET



MONTHLY DISCOUNTS
\$10 off each month for first 12 months

FREE INSTALLATION
with NO activation fee

Call 855-462-8259 today!

Choptank Electric Cooperative
A "Rural Broadband" Company

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INTERNET

MAKE THE JUMP TO EXEDE HIGH SPEED INTERNET



Speed, dependability, and savings all take a big leap with Exede—now available from your local co-op.

It's the Internet service that delivers 140% of its advertised speed* so you can browse, shop, connect, stream and share online the way you want!

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INTERNET

CALL TOLL-FREE 888-888-8888
or visit www.yourwebsitehere.com

Promotional price of \$10 off for 12 months applies to the \$20.99 service package through the first 12 months of service. After that, it reverts back to the regular monthly price of \$30.99. If you choose a higher level package, the price of that package will be discounted \$10/month through the first 12 months of service. Service not available in all areas. Minimum 24-month commitment term. Actual speeds will vary. Use of Exede service is subject to data transmission limits measured on a monthly basis. For complete details and the Data Allowance Policy, visit www.exede.com. Exede is a service mark of Windstream, Inc.

\$10 OFF EACH MONTH

SOME INTERNET OFFERS ARE JUST TOO GOOD TO PASS UP



SUPER FAST
speeds up to 12 Mbps

AFFORDABLE
service for about \$2/day

Serious speed, rock-solid dependability, and big savings make Exede High Speed Internet impossible to resist—and it's now available from your local co-op. It's the Internet service that delivers 140% of its advertised speed* so you can browse, shop, connect, stream and share online the way you want!

YOUR LOGO HERE

exede
INTERNET

CALL TOLL-FREE 888-888-8888

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www.yourwebsitehere.com

*FCC 2013 Measuring Broadband America

WHY SETTLE FOR ORDINARY INTERNET?



GOOD



BETTER



EXEDE

FREE
INSTALLATION
AND NO ACTIVATION FEE

SUPER FAST SPEED
UP TO 12 MBPS

AVAILABLE FROM
YOUR LOCAL CO-OP

COOP that delivers 140% of its advertised speed* so you can browse, shop, connect, stream and share online the way you want!

www.yourwebsitehere.com

YOUR LOGO HERE

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*FCC 2013 Measuring Broadband America

- print ads
- bill stuffer

YOU'LL BE ATTRACTED TO THE SAVINGS ON EXEDE TOO



SPEED, DEPENDABILITY, AND GREAT VALUE ARE HERE WITH EXEDE INTERNET

Don't miss out on the high-speed Internet service that delivers 140%* of its advertised speed so you can shop, connect, stream and share online the way you want!

\$10 OFF EACH MONTH
FOR THE FIRST 12 MONTHS

FREE
INSTALLATION AND
NO ACTIVATION FEE

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INTERNET

1-855-393-3387 www.localexede.com

*FCC, 2013 Measuring Broadband America
Promotional price of \$10 off for 12 months applies to the 10 GB service package through the first 12 months of service. After that, it reverts back to the regular monthly price of \$49.99/month. If you choose a higher-level package, the price of that package will be discounted \$10/month through the first 12 months of service. Offer valid for service activation through 5/31/13. Service not available in all areas. Minimum 24-month commitment term. Actual speeds will vary. Use of Exede service is subject to data transmission limits measured on a monthly basis. For complete details and the Data Allowance Policy, visit www.localexede.com. Exede is a service mark of Windstream, Inc.

SPRING SAVINGS
are in **FULL BLOOM**
with Exede Internet



MONTHLY DISCOUNTS
\$10 off every bill for 12 months

FREE ACTIVATION
\$150 activation fee waived!

Speed, dependability, and great value are here with Exede Internet

Don't miss out on the high-speed Internet service that delivers 140%* of its advertised speed so you can shop, connect, stream and share online the way you want!

CALL TOLL-FREE 855-39-3387
www.localexede.com

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*FCC, 2013 Measuring Broadband America
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\$10 OFF EACH MONTH
FOR THE FIRST 12 MONTHS

FREE INSTALLATION +
NO ACTIVATION FEE

Call 1-888-559-9120 Today!

Don't miss out on the high-speed Internet service that delivers 140%* of its advertised speed so you can shop, connect, stream and share online the way you want!

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SEE WHAT THE BUZZ IS ALL ABOUT ON EXEDE INTERNET



SPEED, DEPENDABILITY, AND GREAT VALUE ARE HERE WITH EXEDE INTERNET

- print ads
- postcard

MONTHLY DISCOUNTS AND FREE ACTIVATION
\$10 OFF EVERY BILL FOR 12 MONTHS AND \$150 ACTIVATION FEE WAIVED!

START A YEAR OF SAVINGS NOW ON HIGH-SPEED INTERNET




SUPER FAST Speeds up to 12 Mbps	PROMPT & PROFESSIONAL Installation	RELIABLE Customer Support 24/7	AFFORDABLE Service for about \$2 a day
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Exede High Speed Internet lets you do all the things you want to do—shop, download music, and stream movies and TV shows—super-fast and at super savings! It's the Internet service that delivers 140% of its advertised speed* and is backed with the reliability and support of NRTC Rural Broadband, the organization dedicated to providing technology solutions to rural communities across the country.

Call 1-855-393-3387 or visit www.localexede.com

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*NRTC, 2013 Measuring Broadband America
The Orange County Visa Prepaid Card is issued by Comerica Bank of Florida. VM account is a loan from Visa U.S.A. Inc.

GET A \$100 VISA PREPAID CARD & HIGH SPEED INTERNET JUST IN TIME FOR THE HOLIDAYS!



Exede High Speed Internet lets you surf the web, shop online and download your favorite movies, shows and songs the way you want—super-fast! It's the Internet service that delivers 140% of its advertised speed!*

PLUS as an electric cooperative member you get:

FREE ACTIVATION \$150 fee waived!

MONTHLY DISCOUNTS \$5.00 off every month as long as you're a subscriber!

Activate your account by December 31, 2013 to receive a \$100 VISA prepaid card!

SUPER FAST Speeds up to 12 Mbps	PROMPT & PROFESSIONAL Installation
RELIABLE Customer support 24/7	AFFORDABLE Service for about \$2 a day

Call 1-855-393-3387 or visit www.localexede.com

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SUPER FAST Speeds up to 12 Mbps	PROMPT & PROFESSIONAL Installation	RELIABLE Customer support 24/7	AFFORDABLE Service for about \$2 a day
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Exede High Speed Internet lets you enjoy your favorite websites, keep in touch with family and friends, shop online and download your favorite shows and songs the way you want—super-fast! It's the Internet service that delivers 140% of its advertised speed!*

Save on your high speed internet with REMC!

- FREE equipment and activation
- FREE standard professional installation
- \$5 off EVERY bill for your first 24 months of service

Plans starting **as low as \$59.94**** per month.

Call 855-797-7855 Today!

**NRTC, 2013 Measuring Broadband America
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START A YEAR OF SAVINGS NOW ON HIGH-SPEED INTERNET