



It's that kind of experience.

November 22, 2010

Scott Newman
ICCA Cable Comm Coordinator
City of Royal Oak
211 S. Williams
Royal Oak MI 48067

Dear Mr. Newman,

At WOW!, we continue to delight residents with a broadband service offering cable, high – speed internet and digital phone. Each of these services provides customers with a great value backed up with exceptional customer service.

In the past year, the cost areas such as content and programming expenses continue to escalate. As a result, it is necessary to adjust monthly rates as of January 1, 2011 billing cycles.

Once again this year, rather than provide a one-size-fits-all customer notification, notices are customized based on their current level of service. Customers with a rate guarantee until 2012 will not be affected. Enclosed are copies of a few of the customer notifications.

Thank you for your continued support. If you have any questions, please feel free to contact me at 248.677.9069

Sincerely,

A handwritten signature in cursive script that reads "Kathy Armstead".

Kathy Armstead
Government and Customer Relations Manager



November 24, 2010

Dear WOW! Customer,

We appreciate being your cable television services provider and are grateful for the opportunity to serve you. Whether in good times or during these more challenging times in which we find ourselves, everyone at WOW! works hard to deliver the services you want as cost-efficiently as possible. We know you expect and deserve to receive the most value out of every dollar you spend.

We manage our costs very tightly wherever we have control to do so. However, cost areas such as content and programming expenses continue to escalate. As a result, the price for Limited Basic Cable will increase by \$1.00 per month, to \$18.99 beginning with your January 2011 billing statement.

At WOW!, we do our best to offset as much of the cost increases as we can in order to keep our prices fair and competitive. Each and every WOW! employee is dedicated to serving you and your family well, while managing costs responsibly. We offer a number of bundle options so you can find the services that best fit your needs and budget. We have a choice of four Internet speeds, three feature rich phone packages, and multiple television entertainment options including HD programming. Please call us toll-free at 1-800-491-1419 for assistance in finding additional options that are affordable.

We recognize that you have a choice of providers and, on behalf of the entire WOW! family, thank you for the opportunity to serve you.

Sincerely,

Colleen Abdoulah
CEO and Chairwoman of the Board
WOW! Internet, Cable and Phone



November 24, 2010

Dear WOW! Customer,

We appreciate being your cable television services provider and are grateful for the opportunity to serve you. Whether in good times or during these more challenging times in which we find ourselves, everyone at WOW! works hard to deliver the services you want as cost-efficiently as possible. We know you expect and deserve to receive the most value out of every dollar you spend.

We manage our costs very tightly wherever we have control to do so. However, cost areas such as content and programming expenses continue to escalate. As a result, the monthly price for Basic Cable at the senior rate will increase by \$2.70 per month, to \$51.98 beginning with your January 2011 billing statement.

At WOW!, we do our best to offset as much of the cost increases as we can in order to keep our prices fair and competitive. Each and every WOW! employee is dedicated to serving you and your family well, while managing costs responsibly. We offer a number of bundle options so you can find the services that best fit your needs and budget. We have a choice of four Internet speeds, three feature rich phone packages, and multiple television entertainment options including HD programming. Please call us toll-free at 1-800-491-1419 for assistance in finding additional options that are affordable.

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CEO and Chairwoman of the Board
WOW! Internet, Cable and Phone



November 24, 2010

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We manage our costs very tightly wherever we have control to do so. However, cost areas such as content and programming expenses continue to escalate. As a result, the monthly price for Digital Basic Cable will increase by \$3.00 per month, to \$75.99 beginning with your January 2011 billing statement.

At WOW!, we do our best to offset as much of the cost increases as we can in order to keep our prices fair and competitive. Each and every WOW! employee is dedicated to serving you and your family well, while managing costs responsibly. We offer a number of bundle options so you can find the services that best fit your needs and budget. We have a choice of four Internet speeds, three feature rich phone packages, and multiple television entertainment options including HD programming. Please call us toll-free at 1-800-491-1419 for assistance in finding additional options that are affordable.

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Sincerely,

Colleen Abdoulah
CEO and Chairwoman of the Board
WOW! Internet, Cable and Phone



November 24, 2010

Dear WOW! Customer,

We appreciate being your bundled services provider and are grateful for the opportunity to serve you. Whether in good times or during these more challenging times in which we find ourselves, everyone at WOW! works hard to deliver the services you want as cost-efficiently as possible. We know you expect and deserve to receive the most value out of every dollar you spend.

You are in a bundle that is coming off a guaranteed price. While we manage our costs very tightly wherever we have control to do so, cost areas such as content and programming expenses continue to escalate. As a result, the price of your bundle will increase by \$5.00 a month beginning with your January 2011 billing statement.

In addition, the chart below indicates new prices for other services that you may be receiving.

	Current Monthly Price	New Monthly Price Effective 1/1/2011	Change
HBO	\$15.00	\$16.00	\$1.00
Showtime	\$15.00	\$16.00	\$1.00
Cinemax	\$15.00	\$16.00	\$1.00
Cable Modem / Advanced Cable Modem	\$2.50 to \$2.99	\$4.99	\$2.00 to \$2.49

Our records indicate you currently receive a free Digital Video Recorder (DVR) as part of a promotion that is due to expire on December 31, 2010. We will extend this free DVR promotion for six more months until June 30, 2011. Beginning with your July 2011 billing statement, your DVR will be charged the regular price of \$9.99 a month.

At WOW!, we do our best to offset as much of the cost increases as we can in order to keep our prices fair and competitive. Each and every WOW! employee is dedicated to serving you and your family well, while managing costs responsibly. We offer a number of options so you can find the services that best fit your needs and budget. We have a choice of four Internet speeds, three feature rich phone packages, and multiple television entertainment options including HD programming. Please call us toll-free at 1-800-491-1419 for assistance in finding additional options that are affordable.

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Sincerely,

Colleen Abdoulah
CEO and Chairwoman of the Board
WOW! Internet, Cable and Phone

Price excludes taxes, fees, additional equipment and installation charges. Offers not valid with any other discount. Offers and services subject to change without notice. Please see WOW!'s complete terms and conditions or call WOW! for further information regarding offers. ©2010 WideOpenWest Finance, LLC. V12.5-V