



January 14, 2015

Dear General Manager,

WOW! Internet, Cable and Phone upgraded Basic Cable channels to an all-digital, video format that completed in 2011. As part of the final phase of this project, the analog signals of channels in WOW!'s Limited Basic Cable tier will be removed. This upgrade will benefit WOW! customers by enabling us to introduce a variety of new and advanced services in the future, such as faster Internet speeds.

As a result of this project, all WOW! Cable customers will need digital equipment in order to continue viewing WOW! Cable. Residential WOW! Cable customers are eligible for one Digital Adapter at no cost per account.

Ensuring that WOW! customers are well prepared for the transition is our top priority. We will communicate to customers early and often through a variety of channels, including direct to home mail pieces and email. In addition, our local technicians and customer care center representatives are trained to assist customers through the transition with minimal disruption.

Our direct communications to customers will begin in mid March. And on March 15, 2015 we will place the following notice in the newspaper:

*Important Notice for WOW! Cable customers. Starting on or after April 14, 2015, the WOW! Limited Basic Cable line-up will transition to an all-digital format. In order to receive uninterrupted service with WOW! Limited Basic Cable, you will need to connect a Digital Adapter to any TV in your home that does not already have WOW! digital equipment. TVs with built-in digital tuners do not need Digital Adapters. For further details visit [wowway.com/digitaladapter](http://wowway.com/digitaladapter). Effective on or after April 14, 2015 digital equipment is required on every TV to receive WOW! Cable. Digital Adapters are \$2.00 per month.*

We're eager to offer WOW! customers more and better services, and we thank you for your cooperation. Please call at 248-677-9030 with any questions or concerns.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert DiNardo".

Robert DiNardo

**Family Guy, Coach, Chocolate Enthusiast**

Vice President and General Manager of WOW! Indiana and Michigan