



PENTELEDATA'S CUSTOMER NEWSLETTER

CHAT

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FUN FACTS

PARTNER IN FINANCE ESSA Bank & Trust

ESSA Bank & Trust was established in 1916 as East Stroudsburg Building & Loan Bank, a traditional thrift institution. Through the years, it has certainly become much more than that. Now a publicly owned entity, ESSA has grown to include a full spectrum of both consumer and business products and services, including an Asset Management & Trust Division and brokerage services through its Investment Services Division. The bank's continued growth and success can be attributed to sound management decisions which are based on its Mission Statement and Guiding Principles.

With that in mind, it's no surprise that reliability and reasonable costs were at the top of ESSA's list when it came to choosing a new Internet and data provider. According to Kerry Lobel, IT Manager at ESSA, "Our contract with our current network provider was coming to

an end and we needed to find a more cost effective reliable solution to connect to all of our branches and vendors. PenTeleData's network had the most resilient design and offered us cost savings over other providers."

Today, ESSA's 200+ employees use PenTeleData services in almost everything they do. The branches utilize WAN connectivity to interconnect with each other and the corporate office. Convenience services, such as online banking, eDeposit, ACH origination, telephone banking and many other services also rely on data connections. In addition, ESSA saves on telephone bills by utilizing VoIP (Voice over Internet Protocol).

Lobel adds, "PenTeleData's fiber network has provided us more bandwidth and better up time than we have ever had, which keeps our branches doing business as usual. We have had no unplanned outages of our network in the time we have been with PenTeleData. Our network has been rock solid. PenTeleData's support staff has gone above and beyond to meet ESSA's needs. We designed a highly redundant and complex network. We then challenged vendors to be able to provide what we designed. PenTeleData stepped up and not only provided all of our requests but helped us tweak the design to even better meet our needs."

Technology is always changing, and as new banking services and advancements become available, ESSA plans to continue their growth in the region and expand their online marketplace. Lobel explains, "Our network will continue to grow as our company does. We continue to put heavier demands on the Internet channel and require more and more redundancy to make sure our business is never interrupted. Our technology goals are to provide our customers with the latest and greatest in banking products through the use of cost effective technology."

He adds, "PenTeleData has proven to be a true partner in providing impeccable services. The staff is genuinely concerned with providing us the solutions we require at the best possible cost and with the least possible interruptions to service. We receive the kind of service you would only expect to receive from a small company even though we are working with one of the area's largest organizations."



Letter from our GM

Dear Valued Customers,

Thank you for reading our spring edition of the *PTD Chat*, our quarterly newsletter. As always, we have quite a bit to share.

One article stands out to me this time around. In the words of Jeff Reinhard, our Chief Executive Officer, "*PenTeleData's greatest strength is our ability to take our solutions and adapt them to meet the specific needs of any customer.*" When I think about how true that statement really is, I hope that our customers know that both PenTeleData and our partners have made a commitment to being the best communications providers in the region. We all live and work here too, so we're listening to what local companies need and applying the technology to make that happen. The front page feature about our relationship with ESSA Bank & Trust is an example.

There's more, including what to do when your computer is "not quite right" and how a wireless network can help you at home. If you're a business owner or someone who is responsible for a company's network, then you'll be glad to know that we have "Space on Cloud 9" – the details are inside this newsletter.

Enjoy the warmer weather. We'll Chat again in the summer.

Sincerely,

John H. Williams
General Manager -- PenTeleData

UPCOMING EVENTS

August 5-14, 2011

Musikfest

August 5th, 5PM -11PM
August 6th-14th, 12PM – 11PM
Downtown Historic Bethlehem
Bethlehem, Pa.

August 10-14, 2011

Carbon County Fair

3PM-11PM
Carbon County Fairgrounds
Palmerton, Pa.

August 28-September 3, 2011

West End Fair

Sun, Wed., Sat.,
10 AM-11PM
Mon., Tues., Thurs., Fri.,
Noon- 11PM
Gilbert, Pa.

August 30-September 5, 2011

The Great Allentown Fair

Tues., 4 PM - 11 PM
Wed. - Sun., 1 PM -11 PM
Mon., 1PM-10PM
Allentown Fairgrounds,
Allentown, Pa.

CONSIDER A WIRELESS NETWORK FOR YOUR HOME!

IF YOUR HOME IS LIKE MOST, YOU LIKELY HAVE MULTIPLE COMPUTERS, MAYBE A PRINTER, GAME CONSOLES, AND ANOTHER WIRELESS DEVICE OR TWO. A WIRELESS HOME NETWORK CAN HELP.

Wireless Home Networking will simplify setting up multiple computers and devices in your home. Instead of having to run Ethernet cables through the walls, you can connect multiple computers with a wireless router and wireless network adapters (for computers that are not already Wi-Fi capable). Since this equipment has come down in price over the years, it really is an affordable and easy solution.

One type of router offered by our Computer Patrol is a Cisco Valet. Set-up is easy and takes only minutes. Simply insert Valet's included Easy Set-up Key to launch Cisco Connect software, breeze through the simple screens, and you're wireless! With parental controls, you can limit online time, block specific sites and certain times of day and customize the settings on each of your computers for a safer Internet experience. You can even give friends and visitors password access, so that they can access the Internet but not your computer, which likely contains private information.

Other routers are readily available from Computer Patrol but security should be a priority when choosing which to buy and how to configure the equipment.

If you'd like our Computer Patrol to come out and install a wireless network, please call 1.877.610.9090 or visit our store at 528 Delaware Avenue in Palmerton.



We are
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Follow the Dots to Our UNLEASHED HOT SPOTS...

CUSTOMER CONTEST

APRIL 2011

PenTeleData is giving one lucky winner a Family 4-Pack of tickets to see the Lehigh Valley IronPigs vs. Gwinnett Braves on 5/21/11 @ 6:35 pm.

How to play:

Rack your brain and figure out the answer to the brain teaser below.

Then send us an e-mail with your full name, address, day-time telephone number (where we can contact you), and the answer to the brain teaser below, to chat@corp.ptd.net. All entries must be received by 4/30/11.

Good Luck!
PenTeleData

Brain Teaser:

I die half of my life and live the rest. I dance without music. I breathe without breath. What am I?

Have you ever gone to grab a bite to eat and noticed signs on the door designating the restaurant as a PenTeleData Unleashed Wi-Fi Hot Spot? These allow you to stay connected while on the go and are located in public areas all across our service area. Best of all, this awesome benefit is *FREE* to our broadband customers. Hot Spots provide high-speed wireless Internet access to any user with a Wi-Fi enabled laptop computer or device.

Again, it's a *FREE* feature for all PenTeleData partner broadband customers! For other users, it's an

affordable solution for on the go. An Advantage Day Pass is just \$3 for PenTeleData Dial-Up Customers or just \$5 for non-PenTeleData customers. For more frequent users, we offer affordable monthly packages.

To find the PenTeleData Unleashed Hotspots closest to you or for more information about how to log on, visit www.ptdunleashed.com. You'll need your e-mail name and password, so if you are a PenTeleData customer who has never chosen an e-mail address, simply call us at 1.800.281.3564 to add one.

BACK AWAY FROM YOUR MOUSE!

MAYBE IT'S ALREADY HAPPENED TO YOU.

You're at the computer, typing away, and something odd happens. The screen turns a strange color or there's a pop-up box that seems to be running a virus scan. No matter what seems unusual, stop what you are doing, back away from the mouse and get assistance! DO NOT restart the computer. Get it checked first. Why? Viruses and malware are more common than many of us realize, and it is important to detect and fix a problem before it can create additional complications or spread to other computers.

If you or a friend or family member have the knowledge to diagnose and repair your computer, that's great! If not, consider a computer technician for help. One option is to visit Computer Patrol "The Store" located at 528 Delaware Avenue in Palmerton. If you don't live near Palmerton or would like to have our Computer Patrol come to your home, call 1.877.610.9090. To view our websites, visit www.ptdpatrol.com and www.cpthestore.com.

AT PENTELEDATA, WE'RE WILLING TO GO THE DISTANCE

IF YOU'VE SEEN ANY OF OUR RECENT ADVERTISEMENTS, THEN YOU MAY HAVE SEEN THE QUOTE WE'VE BEEN USING:

"PenTeleData's greatest strength is our ability to take our solutions and adapt them to meet the specific needs of any customer."

-- Jeff Reinhard, C.E.O., PenTeleData

What does that mean?

Well, if you are someone who has been part of the behind the scenes sales set-ups for a business, then you know that we really do anything we can to give our customers exactly what they need. In some instances, that means investigating a technology that we haven't used in the past. In some cases, that means working with other service providers for a commercial customer to achieve the most from their services. Ultimately, it's what separates us from the competition: we're willing to listen.

JANUARY 2011 CONTEST WINNER!

Congratulations to Fae Weible of Beavertown, PA.

Fae is the winner of a Family 4-Pack of tubing passes to Camelback Ski Area in Tannersville, PA.

QUESTION: If it takes two men 4 hours to dig one hole, how long does it take them to dig half a hole?

ANSWER: You can't dig half a hole.

We Have Space for YOU on Cloud 9

YOU MAY KNOW PenTeLeData FOR OUR INTERNET CONNECTIONS TO HOMES, SCHOOLS, HOSPITALS, BUSINESSES, DOCTORS' OFFICES, AND RETAIL STORES. WHAT YOU MAY NOT KNOW IS THAT WE ALSO HAVE A STATE-OF-THE-ART DATACENTER WITH CAPABILITIES FOR A VARIETY OF SERVER SOLUTIONS, INCLUDING MANAGED MAIL, WEB, E-COMMERCE, AND VIRTUAL AND DEDICATED HOSTING.

Virtual Server Solutions

We take a two step approach in virtualization giving clients the choice between shared and dedicated virtual solutions. PenTeleData's shared virtual solution is ideal for businesses looking to get a web presence as quickly as possible while providing a simple upgrade path to a dedicated solution. By decoupling the operating system from the underlying hardware your business can move from a shared to dedicated solution with ease!

Building on our Virtual Server Solution, PenTeleData brings you the Cloud-9 solution. This provides your business with the resources when you need it. By leveraging the benefits of server virtualization we can "spin-up" a virtual machine for you in a matter of minutes.

Dedicated Server Solutions

If virtualization doesn't fit into your business strategy or your business demands direct hardware power then one of PenTeleData's Dedicated Server solutions is right for you! Our dedicated solution provides you with full, direct resources for your website or application. It doesn't matter if your application requires Microsoft Windows or Linux - we have a solution that fits your needs!

E-mail and Application Hosting

Let's face it; e-mail is complicated to manage and is one of the most critical services to every business. Additionally, applications installed on every workstation costs you time and money to manage! Let PenTeleData worry about managing those services for you! With our hosted E-mail solution you never have to worry about lost or delayed messages, e-mail storage capacity, SPAM or any of the headaches associated with e-mail.

Is managing applications on your remote employee laptops becoming a nightmare? PenTeleData offers Application Hosting as well, letting you manage that application from a central location! This frees you up from running everywhere to troubleshoot those application issues!

Microsoft Windows and Linux Based Solutions

All of our services are provided on your choice of MS Windows or Red Hat Enterprise Linux. We don't believe in a "one size fits all" solution - we only provide your business with custom tailored solutions.

TO LEARN MORE ABOUT THESE SERVICES FOR YOUR BUSINESS, VISIT OUR RECENTLY REDESIGNED WEBSITE AT www.penteledata.net OR CALL 1.800.281.3564.

FUN FACTS

The females of many species of moths are wingless. To compensate for this, their bodies are always larger and heavier than those of their male counterparts.

Jupiter, the largest planet in our solar system, weighs over twice as much as all of the other known planets combined.

Only sixteen Concordes were ever made, the last in 1980. On New Year's Eve 1994, one Concorde plane carried wealthy revelers on a 32-hour trip to nowhere. These travelers, who paid \$23,000 apiece for the trip, rang in the New Year twice because they twice crossed the International Date Line.

Natural Bridge Caverns, outside of San Antonio, Texas, is the largest of its kind in the state. The cavern maintains a temperature of 70° F year-round, and the humidity is 99 percent. All the drinking water for the visitors' center comes from the cavern. The well was drilled into the far end of the North Cavern, about 1.5 miles from where the tour stops.

The last dictionary that Noah Webster wrote contained 70,000 words and their meanings. He wrote it with no help and by hand. After his death his family sold the right to publish to G&C Merriam and Co.

Distinct bands of rainy weather and clouds can form up to 240 miles ahead of a warm front. These bands are parallel to the front, and are often about 125 miles long and 30 miles wide.

Disney World in Orlando, Florida covers 30,500 acres (46 square miles), making it twice the size of the island of Manhattan, New York.

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