

PTD CHAT

PENTELEDATA'S CUSTOMER NEWSLETTER

CONTENTS

PAGE 1	OUR FIBER CONTINUTES A TRADITION OF EXCELLENCE Cable television was born in rural Pennsylvania in the 1940s.
PAGE 2	LETTER FROM OUR GM Our General Manager lets us know what's in store for the third quarter of 2012. UPCOMING EVENTS WHY CHOOSE PENTELEDATA OVER OTHER SOURCES OF FIBER?
PAGE 3	CHOOSING FIBER: IT'S MORE THAN JUST COMPARING APPLES TO APPLES PenTeleData: Your Recommended Source of Fiber. OUR GOAL IS TO PROTECT OUR CUSTOMERS AND OUR FIBER. CUSTOMER CONTEST
PAGE 4	APRIL 2012 CUSTOMER CONTEST WINNER ASK ABOUT OUR FIBER Would you trust a blocked artery to a plumber? How about a clogged sink to your cardiologist? FUN FACTS

IT'S ALL ABOUT FIBER.

Our fiber continues a tradition of excellence.

CABLE TELEVISION, ALSO KNOWN AS COMMUNITY ANTENNA TELEVISION OR CATV, WAS BORN IN RURAL PENNSYLVANIA IN THE 1940s. AT THAT TIME, MOST TELEVISION STATIONS ORIGINATED IN MAJOR CITIES, AND RECEPTION TO VALLEY CITIES WAS VERY SPOTTY. SERVICE ELECTRIC'S JOHN WALSON PLACED AN ANTENNA ON TOP OF THE MOUNTAIN TO IMPROVE TELEVISION RECEPTION IN MAHANAY CITY. MR. WALSON RAN THE CABLE FROM ATOP A MOUNTAIN TO HIS APPLIANCE STORE, AND USED THE SIGNAL TO PROVIDE SERVICE TO CUSTOMERS WHO PURCHASED TELEVISIONS.

Later, in the 1950s, other cable innovators, such as Claude Reinhard, a zinc company engineer and founder of Blue Ridge Communications, and Peter Walsonavich, founder of CATV Service, began experimenting with microwave technology to bring television signals from other distant cities. With this, Pennsylvania cable systems doubled the number of channels they could receive, including those from New York and Philadelphia.

In 1954, Ironton Telephone Company was incorporated. They were the first Lehigh Valley communications company to have tone dialing and an analog electric switching system. The company that had been purchased in 1927 by William George, a local butcher, had survived the Depression and was on its way to continuing as a leader in technology.

In the 1970s, John Walson brought Home Box Office (HBO) to his Wilkes-Barre cable system. It was first distributed using a microwave system, but later became the first channel to distribute its signal with a communications satellite.

Since then, there have been many advances in cable television and telephone communications. Our partners have always been at the forefront of those emerging technologies – a tradition of industry experience PenTeleData is proud to follow.

Our partnership began in 1994 with the purpose of providing affordable Internet access and with the idea of providing Broadband High-Speed Internet, and strategically planned accordingly.

The vision arose from a consortium of Lehigh Valley schools and their need to establish Point-to-Point Data Connections. The result was a partnership of cable and telephone companies who provided the knowledge and ability to build and interconnect networks. That partnership continues today, and includes Service Electric Cable TV and Communications, Service Electric Broadband Cable, Service Electric Cablevision, CATV Service, Inc., Ironton Telephone and Blue Ridge Communications. Each one contributes a rich history of quality communications services and strong community involvement.

EVENTS

July 10 - 14, 2012

Walnutport Carnival

July 10th & 12th: 7 PM-11 PM
 July 11th, 13th & 14th: 6 PM-11 PM
 @ Walnutport Playground,
 Walnutport, Pa.

August 3-12, 2012

Musikfest

August 3rd, 5PM -11PM
 August 4th -12th 12PM – 11PM
 @ Downtown Historic Bethlehem,
 Bethlehem, Pa.

August 7-11, 2012

Carbon County Fair

Tues., Wed., Thurs., Fri., 3 PM - 11 PM
 Sat., Noon - 11 PM
 @ Carbon County Fairgrounds,
 Palmerton, Pa.

August 26 – September 1, 2012

West End Fair

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

August 28- September 3, 2012

Allentown Fair

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

Letter from our GM

Dear Valued Customer,

Welcome to the summer edition of the PTD Chat, our quarterly newsletter. This time around, our focus is our fiber optic network. From our redundant connections to peering with large national content providers, we make sure that our connections are always available. When you need information, call in a prescription, make a deposit or shop for groceries, our solutions are already working in the background. In addition, we have about 190 Unleashed Wi-Fi Hotspots in 17 counties across our serving area as a free benefit for our partner broadband customers.

Our network is backed by our 24/7 Network Control Center. Although you're not likely to need it, it's like always having a network doctor on-call.

In addition to providing reliable service, we also know that it's very important to keep our customers informed about online security. If you haven't already, "Like Us" on Facebook at www.facebook.com/PenTeleData or "Follow Us" on Twitter at www.Twitter.com/PenTeleData. You'll learn some great tips and have the opportunity to win some fun prizes too!

Thank you for trusting our fiber for your connections. We'll *Chat* again in the fall.

Sincerely,
 John H. Williams
 General Manager, PenTeleData

WHY CHOOSE PENTELEDATA OVER OTHER SOURCES OF FIBER?

At PenTeleData, our fully redundant fiber optic network has more than 60 Points of Presence throughout Pennsylvania and New Jersey delivering Voice, Video, Data and Internet services. One of our greatest assets is being locally owned - it allows us to make decisions faster and support our customers better. We don't outsource our support and since we own Pennsylvania's largest privately owned fiber optic network, it gives us a lot of leverage to deploy reliable, scalable fiber based solutions. Another advantage? Privately owned means just that. Our network is built with private funds and not a single dollar of taxpayer money.

We are a strategic partnership of local cable and telephone companies, including Service Electric Cable TV and Communications, Service Electric Broadband Cable, Service Electric Cablevision, Ironton Telephone, CATV Service, Inc. and Blue Ridge Communications.

With a network as dependable as ours, the PenTeleData partners also offer the latest in enhanced interactive digital television services and telephone. They work to stay ahead of the technology curve and keep our customers ahead of the competition with services that include:

- > Digital Video Recorder
- > Video on Demand
- > Digital Cable
- > High Definition TV
- > Digital Telephone
- > Security Systems
- > Residential Cable Modem with High-Speed Broadband Internet
- > Local Origination Channels, featuring News, Weather and Sports



CHOOSING FIBER: IT'S MORE THAN JUST COMPARING APPLES TO APPLES

WHETHER YOUR INDUSTRY RELATES TO BANKING, HEALTHCARE, EDUCATION, GOVERNMENT OR RETAIL SALES, YOU WANT CONNECTIONS THAT ARE RELIABLE AND AFFORDABLE. IT'S IMPORTANT TO KEEP IN MIND THAT NOT ALL CONNECTIONS ARE THE SAME, EVEN THOUGH THEY MAY APPEAR TO DO A SIMILAR JOB. FOR EXAMPLE, SOME PROVIDERS OFFER ETHERNET OVER COPPER WITH THE PROMISE OF HIGH SPEEDS AT LOW PRICES. UNFORTUNATELY, IT'S ONE OF THOSE SERVICES WHERE "YOU GET WHAT YOU PAY FOR". DEPENDING ON HOW THE TECHNOLOGY IS USED, ETHERNET OVER COPPER CAN BE SUBJECT TO SPEED AND DISTANCE LIMITATIONS. OUR ETHERNET CONNECTIONS ARE 100% FIBER AND PROVIDE 99.999% UPTIME FOR UNSURPASSED RELIABILITY.

Our business solutions include: Fiber based Ethernet Solutions (Gig solutions, Multi-Plex, Multi-Tenant and more), Broadband Internet, Web Hosting (as low as \$9.95 per month!), Web Development, Networking Solutions, Firewalls, Burstable Internet Access, LAN/WAN Design, Security Training, Point to Point High Speed Connections, and Virtual Private Networks (VPNs).

To learn more about our services, please call us at 1.800.281.3564 or take advantage of our interactive "live" chat and callback features located at www.penteledata.net.



OUR GOAL IS TO PROTECT OUR CUSTOMERS AND OUR FIBER.

Have you seen a phishing attempt this month? Almost everyone has. When you receive an e-mail that appears to be from your bank, Internet provider or any other service provider, it may be phishing. Phishing allows criminals to use your personal information for their own benefit or profit. That's why it's important to look for clues to identify whether the message is legitimate or a scam.

Phishing is just one way an online criminal can steal your identity or harm your computer. That's why we've made customer education a priority. In addition to our quarterly newsletters and periodic e-mails, we now offer a security tips page on our website (www.ptd.net/securitytips) and monthly customer education contests. It's a great way for our customers to stay current on security concerns and win some great prizes at the same time. Check back each month for your chance to win!

CONTEST

JULY 2012:

PenTeleData is giving one lucky winner a family 4-pack of tickets to CamelBeach Waterpark in Tannersville, Pa.

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, daytime 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 7/31/12.

Good Luck!
PenTeleData

Brain Teaser:

I'm always there, some distance away. Somewhere between land or sea and sky I lay. You may move toward me, yet distant I'll stay.



FIBER FUN FACTS

Apple fruit contains good quantities of vitamin-C and beta-carotene. Vitamin C is a powerful natural antioxidant. Consumption of foods rich in vitamin C helps the body develop resistance against infectious agents and scavenge harmful, pro-inflammatory free radicals from the body.

Fiber Optics Are Secure – Tapping into and hacking into fiber optics is much more complex and much more expensive than the tools and expertise required to tap into copper and electrical wiring. This makes fiber optic cabling far more secure than normal wiring.

Fresh banana is a very rich source of potassium. 100 g fruit provides 358 mg potassium. Potassium is an important component of cell and body fluids that helps control heart rate and blood pressure, countering bad effects of sodium.

Fiber Optics are Efficient – When information is transmitted across copper wiring, the signal can degrade. Light passing long distances does not degrade nearly as quickly as electrical signals meaning fewer stations needed to maintain the quality of the information. Fewer stations mean more efficient transmissions.

Broccoli is very low in calories, providing just 34 calories per 100 g. However, it is rich in dietary fiber, minerals, vitamins, and anti-oxidants that have proven health benefits.

PenTeleData Fiber is heart healthy with added benefits for the brain. Our fiber is rich in local private investment and has been known to cure many common ailments for today's engineers including stomach upset, headaches and congestion.



APRIL 2012 CONTEST WINNER!

Congratulations to Charles Truckermiller of Reading, Pa.

Charles was the winner of a Family 4-Pack of tickets to Lehigh Valley IronPigs vs. Louisville Bats on Saturday, May 19th @ 6:35 PM.

QUESTION: Of the words 'ought', 'thorough', 'ghost' or 'sight', which one best relates to the word 'mug'?
Answer: ghost (*In 'ghost', the 'gh' has a hard 'g' sound, as in 'mug'*)

ASK ABOUT OUR FIBER.

WOULD YOU TRUST A BLOCKED ARTERY TO A PLUMBER? HOW ABOUT A CLOGGED SINK TO YOUR CARDIOLOGIST?

Any company can claim to offer a reliable network, but whether it's true, well that's another story. Our 99.999% reliability isn't just a made up number, it's a well-known fact.

Here are some comments from our customers:

"PenTeleData has proven to provide reliable services as well as support. We feel that when there are problems, they understand the sense of urgency accompanied with health care, and react timely and accordingly." - Lehigh Valley Health Network

"We would be facing serious issues without the support of PenTeleData in all areas of our business including: internal communication, ticketing, financial reporting, and the day to day functioning of POS terminals, wireless scanners, ticket printers and desk top and server configuration. PenTeleData responds quickly, efficiently and I swear sometimes they are on the way before I even call!" - Lehigh Valley IronPigs

"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." - ESSA Bank and Trust

"Keep up the good work. Thank You." – A post to our Facebook Wall

"Fast, Safe & Secure - That's My PenTeleData!" – A post to our Facebook Wall

"I have PenTeleData through Service Electric Cable Company. They are an Internet company and always eager to help, if help is needed. I like them. I recommend them to others. Give them a try." - A post to our Facebook Wall

"The nicest people you want to do business with, and that includes Service Electric of Hazleton." - A post to our Facebook Wall

"PenTeleData is great in all ways." - A post to our Facebook Wall

"PenTeleData Tech Support is fantastic & they're there 24/7 365/366 days a year! So terrific when you're an insomniac & need help at 2 or 3 AM! Thank you for great service and great support! I highly recommend them to everyone!" - A post to our Facebook Wall

See more at www.penteledata.net/testimonials or visit us on Facebook at www.Facebook.com/PenTeleData.