

PTD CHAT

PENTeLEData's CUSTOMER NEWSLETTER

CONTENTS

PARTNER IN BUSINESS

OUR PARTNER IN BUSINESS - BROWN-DAUB DEALERSHIPS

PenTeleData is proud of our partnership with Brown-Daub.

LETTER FROM OUR GM

Our General Manager lets us know what's in store for the fourth quarter of 2012.

UPCOMING EVENTS

WHAT IS A PENTeLEData HOT SPOT?

OUR FIBER

How our fiber makes telehealth possible.

DOCSIS 3.0 IS HERE!

OUR DEEPEST CONDOLENCES TO THE FAMILY AND FRIENDS OF JOHN WALSON, JR.

CUSTOMER CONTEST

JULY 2012 CUSTOMER CONTEST WINNER

WHAT IS A COMPROMISED E-MAIL ACCOUNT?

See what it means to have a hacked or compromised e-mail account.

FUN FACTS

Brown-Daub Dealerships

William Daub and Thomas Brown founded the Brown-Daub Dealership in 1936. Today, just over 75 years later, the Brown-Daub family includes Chevy, Volvo, Kia, Chrysler, Jeep, Dodge, FIAT, and Suzuki dealerships. They have grown and changed over the years, but are still committed to excellent customer service and continued growth in the industry.

At Brown-Daub, they believe that car shopping should be as hassle free as possible and take pride in serving their customers to the fullest. They also offer service after the sale. That's why reliable Internet connections are so important for their business.

When asked why they chose PenTeleData, Thomas A. Daub, President, shared, "Our previous provider no longer met our needs and did not want to grow as we do. Our business is experiencing constant Internet usage growth. Customers like the ability to visit our websites and submit Internet leads. From car sales to ordering parts, this area of our business has flourished over the past few years and we predict it will continue to progress so we need to ensure the right tools are in place to keep up with the growth. PenTeleData has a state-of-the-art fiber optic network and offers the WAN and high speed data connections we need.



"With our PenTeleData service, our employees can effectively handle customer requests expediently. Our 350 employees in every department also use the Internet for required online training. As mentioned earlier, Internet sales are the fastest growing area of our business and having the right tools in place will allow growth without interruption. In fact, we've already increased our bandwidth usage six times in the last twelve months.

"We have found PenTeleData's services to be very reliable to date and most noteworthy is their network's consistent performance. Our previous provider had lapses in service that prevented our employees from effectively taking care of our customers. The support staff is very helpful. We ran into a reverse DNS issue with a vendor's e-mail server that is within our network and PenTeleData resolved the issue promptly."

Going forward, the Brown-Daub dealerships plan to stay up-to-date with technology. At PenTeleData, we are committed to making sure that our fiber optic network supports their WAN infrastructure for reliable service and expansion at a manageable cost.



EVENTS

October 20, 2012

**Walnutport Canal Association
Creature Feature Night**
Walnutport, PA

November 2012

**Sussex County Chamber of
Commerce Expo**
First week in November
Sussex, NJ

Letter from our GM

Dear Valued Customer,

Welcome to the autumn edition of the *PTD Chat*, our quarterly newsletter. We're proud to feature Brown-Daub Dealerships as our Partner in Business. Then, we share something that's been happening behind the scenes. Our cable partners have been hard at work, so we're thrilled to announce our newest DOCSIS 3.0 speeds for business. Then, we explain a bit about our network. You may be surprised to know that we have over 9,000 miles of fiber optics to serve our customers. Last, but not least, read about how to use our Unleashed Hot Spots, learn about compromised e-mails, and don't forget to enter this month's newsletter contest!

By the way, "Like Us" on Facebook at www.facebook.com/PenTeleData or "Follow Us" on Twitter at www.Twitter.com/PenTeleData. We share some great security tips and you'll have the opportunity to win some fun prizes too!

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

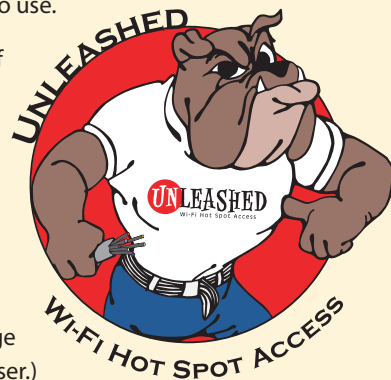
Sincerely,
John H. Williams
General Manager, PenTeleData

WHAT IS A PENTELEDATA UNLEASHED HOT SPOT?

The basic set-up is simple, an access point, a power supply and a cable modem. Still, there's a lot of history behind PenTeleData Unleashed Hot Spots. We began planning for these new "Wi-Fi Hot Spots" in 2004. By early 2005, we introduced Unleashed Wi-Fi Hot Spot Access as a free feature of our broadband service. To the best of our knowledge, we were the first company to offer this service at no charge to our customers.

Today, Unleashed locations remain a FREE "on the go" option for all PenTeleData partner broadband customers. Best of all, it's easy to use.

First, just visit an Unleashed Hot Spot location. A complete list of these is on our website, www.ptdunleashed.com. Then, once you're there, you'll need to associate your device with our SSID (Unleashed-PublicNet-PenTeleData). Open any website on your Wi-Fi capable device and you'll be directed to the PenTeleData Unleashed login page. You should see the PenTeleData Unleashed login page in place of your normal Internet home page. If this does not happen, enter the following URL into your browser's address bar: <http://www.ptd.net> (If the login page does not load, please click the 'refresh' button in your web browser.)



OUR FIBER

WHEN THE PenTELEData PARTNERSHIP BEGAN IN 1994, NO ONE COULD HAVE ANTICIPATED JUST HOW IMPORTANT RELIABLE DATA CONNECTIONS WOULD BECOME TO EVERYDAY TRANSACTIONS. FROM COMMERCE AND EDUCATION TO HEALTHCARE AND GOVERNMENT, THERE ARE FEW, IF ANY, BUSINESSES THAT DON'T USE DATA AND INTERNET IN SOME WAY.

One example is telehealth. Political leaders began discussing telehealth in the early to mid-1990s. Today, their vision for the future is a reality. Hazleton General Hospital can share patient information with Lehigh Valley Hospital for diagnostic interpretation, second opinions or simply information sharing. Other local hospitals can share details with specialists in Philadelphia for consultations. Doctors' offices can share medical records for a team approach to patient care. The possibilities go on and on.

At PenTeleData, we're proud to play an integral role by providing the connections that make telehealth possible. In fact, this is exactly the information sharing our founders had in mind when they started our partnership. Today, that partnership allows our connections to span across a large portion of Pennsylvania and parts of New Jersey and includes over 9,000 miles of fiber optic plant.

DOCSIS 3.0 FOR YOUR BUSINESS IS HERE!

At PenTeleData, we know that Internet speed is a vital part of your day-to-day transactions. That's why we are proud to introduce new DOCSIS 3.0 Broadband Services.

DOCSIS (Data Over Cable Services Interface Specification) refers to an international telecommunications standard that allows cable television operators to add higher speeds and additional options to their existing fiber-coaxial infrastructure.

So what does this mean to you? Well, depending on where your business is located, we now have DOCSIS packages that range in speed from 25 Mbps/3 Mbps to 100 Mbps/10 Mbps. To learn more, visit us at www.penteledata.net/sonic.

If you are interested in these new speeds for your company, please contact your Commercial Account Executive or our Commercial Sales Department at 1.800.281.3564 to discuss your options.

OUR DEEPEST CONDOLENCES TO THE FAMILY AND FRIENDS OF JOHN WALSON, JR.

The Service Electric Cable family is mourning the loss of John Walson, Jr., President of Service Electric Cable TV and Communications based in the Lehigh Valley. He was the eldest son of John Walson, Sr., the man credited with creating cable television back in 1948. John Walson, Jr. was a respected philanthropist who supported a variety of non-profit organizations and was also known for treating his employees very well.

To learn more about Service Electric and John's view about business, you can visit the Service Electric website to view a video he participated in just a few years ago in which he speaks about his employees and mutual respect that contributes to any company's growth: www.sectv.com/LV/businessonmain.html

CONTEST

OCTOBER 2012:

PenTeleData is giving one lucky winner a family 4-pack of tubing or skiing passes to their choice of Blue Mountain Ski Area in Palmerton, PA; CamelBack Ski Area in Tannersville, PA; Ski Sawmill in Morris, PA; or Ski Denton in Coudersport, 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 **10/31/12**.

Good Luck!
PenTeleData

Brain Teaser:

**I'm a blade, yet strange, but
true my fate is often to be
cut by you cruelly mowed
because I grew.**

 **PenTeleData**

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.

JULY 2012 CONTEST WINNER!

Congratulations to Dan Lewis of Macungie, Pa.

Dan was the winner of a Family 4-Pack of tickets to CamelBeach Waterpark in Tannersville, Pa.

QUESTION: 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.

Answer: Horizon

WHAT IS A COMPROMISED E-MAIL ACCOUNT?

**HOPEFULLY YOU'VE NEVER BEEN THE OWNER OF A
COMPROMISED E-MAIL ACCOUNT. IF YOU HAVE, THEN YOU
ALREADY KNOW HOW FRUSTRATING IT CAN BE.**

At PenTeleData, when we notice that an e-mail account has been hacked/compromised, that means that someone likely has unauthorized access, so it becomes necessary to stop that account (and the criminals) from causing further damage to our network or gaining access to other e-mail accounts. The only way for us to isolate the incident is to suspend service to that e-mail address. Understandably, this can make affected customers very angry. It's a no-win situation. We certainly don't want to upset our customers and customers don't want to be without service, but there's really no better way.

Luckily, we can all work together to keep these hacked e-mails from happening. The most common culprits are virus or malware infection, phishing, weak passwords or shared passwords. While each of these may sound somewhat simple or harmless, they're not. A few basic steps of precaution can help. First and foremost, make sure that you're using current virus protection software. Then, create strong passwords and don't share them with anyone. Last, beware of any e-mail or pop-up box that asks you to provide personal information.

**WE ARE DEDICATED TO PROVIDING OUR CUSTOMERS WITH THE
KNOWLEDGE TO PREVENT THESE PROBLEMS. THAT'S WHY WE OFFER
CUSTOMER EDUCATION CONTESTS AT WWW.PTD.NET/SECURITYTIPS.
EACH MONTH WE INCLUDE A NEW TOPIC AND NEW PRIZES,
SO CHECK BACK OFTEN.**

