P A R T N E R   I N   B U S I N E S S

Kelly Automotive Group

The Kelly Automotive Group moved to Allentown, PA in 1967 when they purchased the Ford store on Tilghman Street. Later, in 1982, they moved their operations to their current location on Lehigh Street in Emmaus, PA. Today, they have nine new vehicle franchises, including Chrysler, Dodge, Jeep, Ram, Mitsubishi, Buick, GMC, a Nissan new vehicle franchise on Route 33 in Easton and a Ford new vehicle franchise in Melbourne, FL. Three of these locations have a Risk Free lot with an exceptional preowned inventory.

Kelly Auto Group employs approximately 300 trained team members to staff their locations and prides itself on customer satisfaction. With this in mind, it's no surprise that fast and reliable communication among locations is essential for inventory control, sales history, customer data, pricing information, financing and everything in between.

In 2014, the dealership realized that they were outgrowing their existing cable modem network. Dan Moyer, Fixed Operations Director/Partner at Kelly Auto Group, explained, " We started to research who could handle our expansion needs and provide a reliable and stable network with room to grow in the Lehigh Valley. What we found was that every company we spoke with, there was one common name that folks were recommending based on reliability, dependability and a very courteous staff. That was PenTeleData. It was apparent the obvious choice to partner with and to help us with a solution to upgrade and expand our network would be PenTeleData. The next challenge would be to see if they could handle our complex situation with linking our different locations for Internet, phones and surveillance cameras back to one central location on Lehigh Street. After meeting with the staff at PenTeleData, we were comfortable that they had the knowledge to make this happen for us."
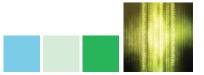
PenTeleData Dedicated Ethernet is a committed Internet Circuit that ensures flexible, reliable and scalable connections. Our scalable, Burstable Internet service allows Kelly Auto Group to connect to the Internet at burst speeds up to 1 Gbps with a powerful and dynamic dedicated connectivity solution - a changeable service that suits the demands of a living network environment. In other words, when Kelly Auto Group needs more bandwidth, it is available. PenTeleData also provides the equipment to make their data connections possible.

When asked about how these services work for the Kelly Auto Group, Mr. Moyer shared, "Over the course of the last year, PenTeleData's

> " We started to research who could handle our expansion needs and provide a reliable and stable network with room to grow in the Lehigh Valley...That was PenTeleData. "
>
> *- Dan Moyer, Fixed Operations Director/Partner at Kelly Auto Group*

support staff has exceeded our expectations. Their team designed a system that is efficient and has worked flawlessly. We believe that partnering with PenTeleData has brought us to the forefront of technology and will keep us ahead of our competition for many years to come."

Contents

PenTeleData.

From the Manager's Desk...
Dear Valued Customers,

Why have you chosen PenTeleData as your provider? Have you had the need to call us or visit our live online chat support? I believe that our emphasis on customer service is what makes PenTeleData stand out from other providers - and we're local too! If you agree, please share your comments and give us a positive review on our Facebook page at www.facebook.com/penteledata. In fact, we're so interested in hearing your comments that on April 30th we'll choose one reviewer at random to win a $50 Amazon gift card.

As always, we're available 24/7 to answer your questions and concerns at 1.800.281.3564 or via our online chat support at www.ptd.net and www.penteledata.net.

Thank you for your business and continued support.

Best regards,
Jaime Mendes, V.P. of Operations, PenTeleData

Events

MAY 2-3, 2015
Carbon County Expo
May 2nd: 10AM-5PM
May 3rd: 9AM-4PM
@ Jim Thorpe Memorial Hall

AUG. 7-16, 2015
Musikfest
Aug. 7th: 5PM-11PM
Aug. 8th -16th: Noon-11PM
@ Downtown Historic Bethlehem

AUG. 3-8, 2015
Carbon County Fair
Aug. 3rd-7th: 3PM-11PM
Aug. 8th: Noon-11PM
@ Carbon County Fairgrounds Palmerton, PA

AUG. 23-29, 2015
West End Fair
Sun, Wed., Sat.: 10AM-11PM
Mon., Tues., Thurs., Fri.:
Noon-11PM
@ West End Fairgrounds, Gilbert, PA

SEPT. 1-7, 2015
Allentown Fair
Mon.: 4PM-11PM
Tues. - Sun.: 1PM-11PM
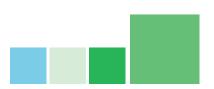Mon.: 1PM-10PM
@ Allentown Fairgrounds Allentown, PA

Cyberattacks and Distributed Denial of Service Mitigation

A cyberattack is an attempt to damage, disrupt, or gain unauthorized access to a computer, computer system, or electronic communications network.

Over the past several years, several significant cyber-incidents have affected companies and government networks. According to an article published by the New York Times, the F.B.I. now ranks cybercrime as one of its top law enforcement activities, costing billions of dollars with no end in sight. In December 2013, Target reported a data breach which included theft of credit and debit card information from more than 40 million customers. Then, in April 2014, Michaels, an arts and crafts supplier, estimated that data from three million customers' payment cards may have been stolen over several months. In June 2014, Community Health Systems, which operates 206 hospitals in 29 states, said that personal data including names, birthdates, Social Security numbers and addresses of 4.5 million patients had been compromised in a Chinese cyberattack on its network. By summer of 2014, JPMorgan Chase said account information of 83 million households was compromised. Later, cyberattacks affected businesses like Home Depot, Staples and Sony Pictures.

DDoS (Distributed Denial of Service) attacks target a connection with traffic, often with the goal of taking service offline. Any business can be a target and anyone with an Internet connection can find tools to launch an attack. These attacks can target connection bandwidth, security infrastructure, and a wide variety of applications that companies rely on, including HTTP, HTTPS, VoIP, DNS, and SMTP.

Motivation for these attacks can vary and they can come from around the world. Some may use DDoS to make a political statement, others to extort money. Attacks may also be a smokescreen to cover other illegal activity. While administrators focus on getting their website online, the offender can plant malware or steal information.

Like most networks, PenTeleData has been the target of Distributed Denial of Service attacks. These attacks cause wide spread issues and affect all customer traffic. Many of these attacks are intended to interrupt service or simply cause mayhem, but we take each one very seriously. We are proactive about planning and respond quickly when they happen. As part of our NextGen Network upgrade, we have implemented a mitigation solution that constantly monitors traffic entering from the Internet. When an attack is being directed toward our users we automatically route the traffic through a specialized process that handles scrubbing out the nasty bits and sending on all the rest– in a totally transparent manner! When the attack stops, the traffic is routed back via the normal path. This is a network wide feature and something that's included in our offering at no additional cost to our customers.

PenTeleData

Here's What You Want to Know About Bandwidth...

Wouldn't it be nice if we could pay one set price for all the electricity or natural gas we could use for a month or a season? That way, no matter how brutal a winter, we wouldn't have to worry about any additional costs to heat our homes. It sounds like a perfect scenario, doesn't it?

But, what about the person with an 800 square foot home. Should they have to pay the same as the person with a 4,000 square foot home? What about the person who turns the thermostat up to 80 degrees while someone else keeps their home at 64 degrees? What if the price of

fuel rises drastically mid-season? Who should absorb that cost – the supplier? Overall, that plan just couldn't work.

The same is true for data transferred. In other words, the amount of information downloaded or uploaded through an Internet connection, including streaming videos and music, downloading webpages and more.

PenTeleData and our partners provide Internet, that is, we provide the fiber and cabling to a home or business, like a natural gas supplier uses pipeline to deliver gas or the electric company uses their power lines to deliver electricity. Just as the fuel provider has to purchase the fuel to deliver, we must purchase enough bandwidth to transport the information our customers send and receive through our "pipelines" or data connections.

Our customers subscribe to a particular Internet package that includes a predetermined maximum amount of data transferred. For a majority of users, it's a number that is of little importance, since they will never come close to meeting the threshold. For others, high data consumption can be caused by downloading/uploading large files or networking additional computers to access the Internet service. Unintended causes can include viruses, worms, malicious code and downloads that occur with web browsing.

For the sake of comparison, this is what one streaming provider lists as the amount of bandwidth it takes to watch a movie (https://help.net-flix.com/en/node/87): Watching Netflix uses about 1 GB of data per hour for each stream of standard definition video, and up to 3 GB per hour for each stream of High Definition (HD) video. Adjusting the data usage settings for your account is the easiest way to reduce the amount of bandwidth used while watching Netflix.

Data caps vary by each of our partners, but a subscriber who has Blue Ridge with an Internet package can utilize a specific amount during peak time. Since we purchase bandwidth based upon peak time usage (*our highest recorded usage*); bandwidth usage during non-peak time, that is, anything other than 5 PM-1 AM, is not monitored. To use all of the allotted data on Netflix movies (and nothing else), that customer would have to watch 83 hours of streaming video in high definition during peak times for that month. (Service Electric Cablevision does not differentiate peak and non-peak times)

Watch for Our New TV Spots *AND Enter to Win an iPad Air 2!*

They're ready! Our new commercials feature our NextGen Network and we're proud to share all the great features and benefits, like DDoS Mitigation, Optical Wave Services, Quality of Service, and more.

We want everyone to see our new commercials, so they are posted at **www.penteledata.net/NextGen** and you'll also find your chance to win an iPad Air 2!

The PenTeleData partnership includes Blue Ridge Communications, Ironton Telephone, Service Electric Cable TV & Communications, Service Electric Cablevision and Service Electric Broadband Cable. Our combined resources offer over 9,000 miles of fiber optic cabling, over $300 million invested in fiber optic infrastructure, and 60 Points of Presence in Pennsylvania and New Jersey.

We are continuously on the cutting edge of technology, so our reliable communications solutions empower companies to face today's challenges and reduce costs at the same time. With all of this in mind, we've begun using a "PenTeleData Fiber Networks" logo. It doesn't replace our existing red square or name, but is specific to our fiber optic dedicated connections.

Fun Facts

The Brimstone butterfly (Gonepterix rhamni) has the longest lifetime of the adult butterflies: 9-10 months.

A full moon is nine times brighter than a half moon.

An average human loses about 200 head hairs per day.

Dartboards are made out of horse hairs.

You breathe on average about 5 million times a year.

Months that begin on a Sunday always have a Friday the 13th in them.

You are born with 300 bones, by the time you are an adult you will have 206.

The average lead pencil will write a line about 35 miles long or write approximately 50,000 English words.

One fourth of the bones in your body are in your feet.

The average person spends 2 weeks of their lifetime waiting for the light to change from red to green.

It takes more calories to eat a piece of celery than the celery has in it.

BATTER UP! HOCKEY'S OUT – BASEBALL'S IN!

While the season is ending for the Lehigh Valley Phantoms, games are beginning for the Lehigh Valley IronPigs. As the Official Internet Provider for the Lehigh Valley professional sports teams, PenTeleData is proud to be part of the action!

JANUARY 2015 CONTEST WINNER!

Congratulations to Cheryl Semmel of Schnecksville, Pa. Cheryl was the winner of a Family 4-Pack of tubing passes to Blue Mountain Ski Area in Palmerton.

QUESTION: At the sound of me, men may dream, Or stamp their feet. At the sounds of me, women may laugh, or sometimes weep.   ANSWER: I am music

The Benefits of Having Services with our Partners

In today's world of increased mobile usage, we are more connected than ever, but with all the great wireless advances there are limitations including slower lagging Internet speeds and small viewing screens. Now imagine a world where we began with wireless technology services and later a service provider came along and asked "What if I could offer you many of the features of this technology but with faster Internet speeds that include a free Wi-Fi feature for on the go, hundreds of entertainment channels and the availability of high definition services that can be placed on large screens of your choice up to 100"? Oh, we can also add phone and security services - all tied together by one company supplied on a line direct to your home." Most everyone would ask "Where do I sign up?" This is where our great partners come in today.

The saying goes something like this "I want what I want when I want it." Our partner communication providers meet that demand, with better reception, unique programming, bundle packages that include telephone and Internet services, home security solutions, and much more.

In 1948 cable television was born here in Northeastern Pennsylvania with our partner Service Electric. Since that time, the capacity and the options available via their fiber optic networks have dramatically increased. PenTeleData began in 1994 with the idea of providing high-speed data and Internet connectivity in Pennsylvania and New Jersey. In 1995, that vision came true. Our strategic partnership between local cable and telephone companies, including Service Electric, Ironton Telephone, and Blue Ridge allowed us to become the first data and Internet service provider in the nation to offer High-Speed Broadband Internet over a cable television connection.

With individual Internet service speeds up to 100 Mbps and our overall network capable of 100 Gbps with bursts to 400 Gbps and a NextGen Network in progress that will offer optical wave services for business all powered by our unique partnership, each communications partner provides some other amazing services too (and bundle pricing makes them all a great value).

OnDemand is ready when you are, even on the go with your mobile device! Start, stop, fast-forward and rewind using your digital remote. Tune to find the latest movies, network shows and even FREE movies. Use our online tool to view what's new or currently available On Demand.

Digital Video Recording enables the ability to easily watch and record your favorite shows , pause live TV and keep your recording for as long as you like.

High Definition Programming allows an awesome High Definition experience to get the most from your big screen experience. Witness every tear, bead of sweat, and whisper on your favorite movies and television shows (especially sports programming). After all, why not get the most from your big screen TV?

Digital phone service offers you a low flat rate for all of your local and long distance (within the continental United States, Alaska, Hawaii, Puerto Rico, Guam, US Virgin Islands, Canada). Phone features such as Caller ID, Call Waiting, Voicemail and more are also included at no extra charge.

Whether you're home or away, at your desk or on the go, interactive home security system makes it simple to monitor your property, keep your loved ones safe, and stay connected to home and family from anywhere. (Available in limited areas.)

It's All Possible!