



part of our community • part of your life®

Midcontinent Communications

Midcontinent Communications
3901 N. Louise Avenue
Sioux Falls, SD 57107
1-800-888-1300

www.midcocomm.com, www.midco.net, www.midconews.com

Twitter: midconews **Facebook:** Careers@Midcontinent Communications

Midcontinent Communications is the Upper Midwest's leading provider of cable television, local and long distance telephone service, broadband Internet access, and cable advertising services. Midcontinent's service area includes over 240 communities with over 200,000 customers in North and South Dakota and in Minnesota.

Mission:

Valuing our customers as honored guests by creating and delivering high-quality services that customers want in exchange for a fair price, developing our employees and treating them fairly, and contributing to the communities of which we are a part.

Since its beginning in a small movie theater in Minneapolis during the Great Depression, innovation and foresight have shaped Midcontinent's course for more than 70 years. Today, Midcontinent is a diversified company with interests in nearly 240 communities throughout North and South Dakota and in Minnesota. A lasting and successful track record in cable TV, broadband Internet, telephone services, and cable advertising place Midcontinent in a leadership role for each of its industries - for today and for the future.

"We're about connecting people, businesses, and schools across our cities and small towns here in the Great Plains," said Tom Simmons, Senior Vice President of Public Policy for Midcontinent. "We do all we can to provide our customers with the highest quality programming and the most innovative technology. Most of us are customers as well, so we know and understand what people want when it comes to their cable and Internet services and we appreciate the need and the demand for superior customer service."

While expanding business interests and reaching further out into the region, Midcontinent still manages to maintain a Midwestern spirit of family, community, tradition and customer care that sets the stage for the company's success in the years to come. By continually supporting community efforts and sponsoring events and special projects, Midcontinent remains committed to being an integral and proactive part of customers' lives.

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Community Involvement

Events

Midcontinent is a part of every hometown in our service area. We are actively involved in these communities throughout North and South Dakota and Minnesota and, as we extend services to new markets, we seek out productive opportunities to reach out and welcome customers and their families. We have been a long-time sponsor of special events like JazzFest in Sioux Falls and we take on a vital role in local community fund drives and awareness campaigns such as the United Way and Relay for Life. We proudly sponsor hometown sports and events from fast-paced college hoops, hockey and football to fun family events like "mutton bustin'" at the Rapid City rodeo. We also broadcast many live home games throughout the year and for many of our sports fans, this is a great service and a great viewing experience!

Hosting special appearances by local and national celebrities is another way that we connect to our customers on a local level and bring excitement and entertainment to our hometowns. We also sponsor information stops by the C-Span Civics Bus, ESPN Sportsfest, Free Zoo Days and appearances by popular television characters like Nickelodeon's SpongeBob SquarePants and Dora the Explorer to promote our viewers' favorite networks.

Cable in the Classroom:

After two decades, Cable in the Classroom continues to provide our schools with commercial-free educational and informational programming to help better prepare our next generation for their future. Cable in the Classroom allows children to tour the worlds of science, culture, language and the arts, all without leaving their desks, via free cable hook-ups and programming. Midcontinent has connected nearly 500 local schools to cable through this program.

Giving Back

The Midcontinent Media Foundation was established as a philanthropic organization in 1987 to help serve Midcontinent Communications' communities. Throughout its years in operation, the Midcontinent Media Foundation has granted over \$2,000,000 in private grants to 501(c)(3) organizations. Many of the allocated grants have served as seed money for new philanthropic initiatives and also to enhance existing programs including those addressing health and human service issues, funding of building improvements and equipment for schools and non-profit facilities, and for local arts and recreation activities.

Fact Sheet

Ownership:

Midcontinent Communications is a subsidiary of Midcontinent Media Inc., based in Minneapolis, MN.

Operations Center:

3901 N. Louise Ave.
Sioux Falls, SD 57107
1-800-888-1300

Leadership:

Patrick McAdaragh, President – Chief Executive Officer
Dick Busch, Chief Operating Officer
Steven Grosser, Chief Financial Officer
W. Thomas Simmons, Senior Vice President of Public Policy

Employees:

631 employees in South Dakota
187 employees in North Dakota
69 employees in Minnesota

Brands:

Midcontinent Communications® MidcoNet® Broadband, MidcoNet® Limited, MidcoNet® Preferred, MidcoNet® Max, MidcoNet® Ultimate, MidcoNet® Tunes, MidcoNet® Plus, Midcontinent Business Solutions®, NPNet™

Service Area: Serving over 200,000 customers 240 communities in North Dakota, South Dakota, and Minnesota.

Capabilities:

Residential

- Cable and High Definition Television
- Broadband Internet
- Digital Phone service

Business Solutions

- Voice
- Data
- Video
- Advertising Sales

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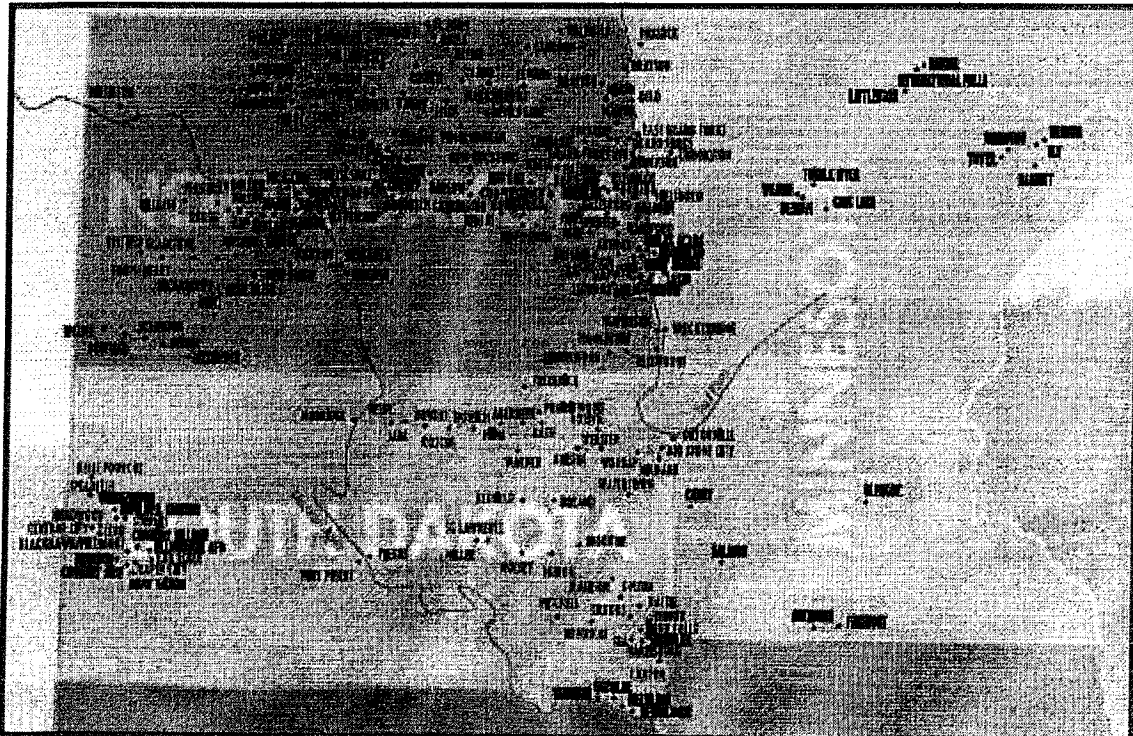
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Where We Are

South Dakota – Aberdeen, Baltic, Bath, Belle Fourche, Big Stone City, Black Hawk, Boulder Canyon, Bowdle, Box Elder, Bristol, Canton, Central City, Colton, Country Village, Countryside, Crooks, Deadwood, Doland, Ellsworth AFB, Frederick, Ft. Pierre, Gayville, Grant County, Harrisburg, Hart Ranch, Humboldt, Huron, Ipswich, Iroquois, Java, Lead, Madison, Meckling, Milbank, Miller, Mina, Mitchell, Mobridge, Piedmont, Pierre, Prairiewood, Rapid City, Renner, Rimrock, Roscoe, Roslyn, Selby, Shindler, Sioux Falls, St. Lawrence, Sturgis, Summerset, Tea, Vermillion, Warner, Watertown, Waubay, Webster, Whitewood, Wolsey, Yankton

North Dakota – Anamoose, Aneta, Arthur, Barlow, Beulah, Binford, Bisbee, Bismarck, Bottineau, Bowman, Buffalo, Burlington, Buxton, Cando, Carrington, Casselton, Center, Cooperstown, Devils Lake, Dodge, Drake, Drayton, Dunseith, Edmore, Emerado, Esmond, Fairmount, Fessenden, Frontier, Galesburg, Gladstone, Glen Ullin, Glenburn, Golden Valley, Goodrich, Grafton, Grand Forks, Grand Forks AFB, Grandin, Halliday, Hankinson, Hannaford, Harvey, Harwood, Hatton, Hazen, Hebron, Hettinger, Hillsboro, Hope, Horace, Hunter, Kensal, Killdeer, Lakota, Langdon, Lansford, Larimore, Leeds, Leonard, Lidgerwood, Lincoln, Mandan, Manvel, Mapleton, Mayville, McClusky, Minnewaukan, Minot, Minot AFB, Minto, Mohall, Mott, New Rockford, New Salem, Oxbow, Page, Pick City, Portland, Reeder, Reiles Acres, Reynolds, Rhame, Richardton, Riverdale, Rolette, Rolla, Rugby, Ruthville, Scranton, South Heart, St. John, Stanton, Starkweather, Surrey, Thompson, Towner, Turtle Lake, Underwood, Wahpeton, Walhalla, Washburn, West Fargo, Williston, Willow City, Wimbledon, Zap

Minnesota – Babbitt, Balaton, Bemidji, Breckenridge, Canby, Cass Lake, Crookston, Dilworth, E. Grand Forks, Ely, Fairmont, Glencoe, Hallock, International Falls, Littlefork, Moorhead (July 2009), Ortonville, Oslo, Ranier, Sabin, Sherburn, Soudan, Tower, Turtle River, Wilton, Winton



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Company History

In 1933, a young Joe L. Floyd convinced his boss Eddie Ruben to build and operate the Granada Theatre in Sioux Falls, South Dakota. This was the start of a lifelong partnership that launched a chain of successful theaters throughout South Dakota, North Dakota and Minnesota. In 1952, when broadcaster Larry Bentson became a partner, the company expanded into communications by acquiring KELO Radio in Sioux Falls, and a construction permit for a TV station that a year later became KELO-TV.

From this early framework emerged the progressive company known as Midcontinent Communications. Today, Midcontinent proudly provides over 240 communities with broadband Internet, cable and High Definition television, and local and long distance phone service for homes and businesses. Along the way, Midcontinent has shared in making this region a great place to live, work and play by supporting sports teams, fundraisers, educational and cultural events, and more.

Midcontinent Communications continues to thrive by adjusting to market trends while sustaining the values instilled by the entrepreneurial trio of Ruben, Floyd, and Bentson. Midcontinent's drive for an exceptional customer experience fuels the company's growth and sets the stage for success for years to come. From day one, Midcontinent's founders never wanted the Dakotas to be left behind in technology. Thanks to their vision, we never will be.

Midcontinent Communications Timeline

- 1931: Midcontinent founders pioneer state-of-the-art theatres in Minneapolis, MN.
- 1937: KELO-AM radio signs on in Sioux Falls.
- 1948: Midcontinent pioneers Starlite and Moonlite drive-in movie theatres in the upper Midwest.
- 1952: Ruben, Floyd and Bentson purchase Midcontinent Broadcasting Co.
- 1953: KELO-TV signs on as South Dakota's first television station.
- 1967: Midcontinent constructs its first cable system in Huron, SD.
- 1969: Midcontinent makes Pierre, SD one of the nation's first state capitols to have cable.
- 1974: Midcontinent Data is founded in Aberdeen, SD.
- 1980: Cable is brought to Mitchell, SD.
- 1981: Washington International Teleport begins providing satellite communications services to local communities.
- 1982: Midcontinent becomes the first company in SD to offer competitive long distance phone service.
- 1986: Midcontinent launches 24-hour answering, order-taking and paging services.
- 1987: Creation of the Midcontinent Media Foundation.
- 1988: Midcontinent cable advertising sales begins operations.
- 1993: Pay-Per-View is introduced to customers.
- 1995: Midcontinent Broadband Internet Service (MidcoNet®) is established.
- 1996: Telecommunications Act signed into law opening competition in voice, digital and data services.
- 1997: Launch of Midcontinent's first local broadband business network to the Postal Service in Sioux Falls.
- 1998: Midcontinent creates redundant fiber ring allowing smaller communities to receive more advanced services.
- 1999: The Network Operating Center is created to monitor Midcontinent's growing broadband network.
- 2000: Midcontinent offers digital cable and Augustana College becomes the first trio bundle customer.
- 2001: Launched first facilities-based residential telephone service in Sioux Falls.
- 2002: Expanded redundant fiber network.
- 2003: MidcoNet® Max is introduced; High Definition (HD) is launched in the larger markets.
- 2004: DVR is launched; MidcoNet gets even faster with 8 Mbps download and 256 Kbps upload speeds.
- 2005: The first Midcontinent wireless hotspot is launched for the Huron Regional Airport.
- 2006: Digital Phone service is launched in select cities; Video On Demand programming begins.
- 2007: Midcontinent increases the speed of MidcoNet to up to 10 Mbps download and 512 Kbps upload.
- 2008: In February, Midcontinent begins offering service to the community of West Fargo, ND.
- 2009: Midcontinent launches services to eight new markets in Minnesota. The NPNet brand is introduced. In June, Midcontinent launches DOCSIS 3.0 technology in North and South Dakota and in Minnesota, and MidcoNet Ultimate is introduced.

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Midcontinent Communications Service Offerings

Residential

Cable Television: Midcontinent offers cutting-edge cable television, including access to sports and movie packages, High Definition (HD) television and Digital Video Recorder (DVR) service.

Cable Service – More than 200 channels of cable programming, 48 channels of digital, commercial-free music and an Interactive Channel Guide.

High Definition Service – High Definition television gives the viewer a vivid lifelike picture and a clearer sound quality.

DVR – DVR is a whole new way of watching TV. Customers can record and save their favorite shows and movies and view them whenever they want.

On Demand – Instant access to thousands of hours of free content that changes monthly.

Phone: Midcontinent provides a digital phone option that is reliable and easy-to-use. Midcontinent digital phone comes with unlimited local and long distance calling anytime to anywhere. Special features include: Caller ID, Call Waiting ID, 3-Way Calling, Speed Call 30, Distinctive Ringing, Last Call Return, Call Forwarding and Continuous Redial.

Internet: MidcoNet® Preferred offers one of the fastest Internet services available, with downloads up to 15 Mbps. MidcoNet® Preferred also offers email accounts with enhanced Spam filtering and virus protection. Also available: MidcoNet® Max and MidcoNet® Limited and now, MidcoNet Ultimate powered by DOCSIS 3.0 (D3) technology.

Business Services

Voice: Midcontinent offers business owners the option of having a regular business line, a T-1 line for local and long distance calling or even a toll-free number for added credibility. Midcontinent helps customers analyze phone usage patterns and marketing effectiveness, while customizing pricing options for each business.

Data: To keep up with a fast-paced business world, Midcontinent data services move even faster. We can design a plan with bandwidths to fit any company's needs, which can range from basic cable modem Internet service to a dedicated T-1 connection or advanced Ethernet solutions.

Video: Midcontinent Video customers can get the latest breaking news or stock reports for their office, or turn a waiting room into a living room. These customers can choose cable or even HD cable service for the latest technology.

Digital Music: Midcontinent also provides 48 commercial-free channels of crisp, clear digital music to fill the workplace with continuous music from every genre.

Ad Sales: Businesses advertise with Midcontinent because, as the largest cable provider in the region, we reach more than 80% of the households in the communities we serve.

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