

PTDCHAT

PenTeleData's Customer Newsletter

OCTOBER 2009

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Travel Through Time with PenTeleData: We are Celebrating Our 15th Anniversary!

DO YOU REMEMBER WHEN INTERNET SPEEDS WERE 14.4 kbps?

The year was 1994, and Internet services were brand new. Earlier, PenTeleData's founders met to discuss the possibility of offering Internet, a service that had huge potential to become something fantastic. They decided that the best approach was to create a partnership of cable and telephone companies, with the intent of providing high-speed Internet access.

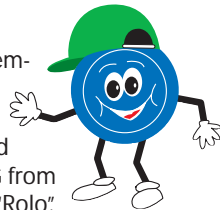
In the meantime, they wanted to provide affordable Internet access to anyone who wanted it.

Initially, that meant dial-up service with speeds of 14.4 kbps. Since Internet services were brand new, many households didn't even have a computer, much less Internet access. Services like these were something most expected to see only on futuristic cartoons.

That partnership, known as PenTeleData, 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.

CAN YOU ENVISION THE SMILING FACE OF ROLO?

Long-time customers of PenTeleData may remember our first mascot. Rolo was a round symbol that indicated unlimited dial-up Internet access. In time, the little guy was given stick arms and legs, and even a name. By removing the P and G from the ProLog product name, he became known as "Rolo."



COME ON, SING ALONG! "FASTER, BIGGER, BETTER WITH PROLOG"

Go ahead, sing it! The radio commercials said it all. With a new ATM network in progress by 1996, PenTeleData was upon the beginning of great things to come. ProLog, the name of our dial-up product, was becoming increasingly popular as more households purchased computers. More importantly, the dream of offering broadband cable Internet would soon become a reality.

PENTELEDATA BUILDING AND NUMBER OF CUSTOMERS GROW...

In the early days of PenTeleData, the single-story brick building was home to six PenTeleData employees. Prior to its purchase by Pencor Services, Inc., the building had been an apartment plus an office for Carbon County's District Attorney. In time, space became a serious concern, and a few Technical Support Representatives were working from a basement space under the original kitchen.

In 1997, to accommodate the tremendous growth of the company and its employees, a second floor and outward expansion were added to the PenTeleData building, making it a total of 37,300 square feet.

Shortly thereafter, by the end of 2000, our number of dial-up customers reached upwards of 50,000. Things were definitely looking up for a company that began with only a few employees!

EXTRA! EXTRA! READ ALL ABOUT IT! LOCAL COMPANY IS FIRST IN THE NATION TO OFFER BROADBAND CABLE INTERNET SERVICE TO RESIDENTIAL CUSTOMERS.

That's right, just as one of PenTeleData's corporate founders had done in 1948 when he set an antenna atop a mountain, ran a wire down to a nearby appliance store and extended it to the home of customers who purchased TV sets, PenTeleData became a pioneer in the communications industry. We were first in the United States to use cable lines as the delivery method of Internet services. PenTeleData was pleased to offer this faster Internet to businesses, while our partners extended the service to very enthusiastic and eager residential users. The cable companies worked hard to upgrade their cable to the fiber optic lines that were necessary for this new service, as the waiting lists grew longer and longer every day.

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UPCOMING EVENTS

October 16 & 17, 2009

Walnutport Haunted Woods to Benefit the Walnutport Canal Association

Time: TBA
Place: Walnutport Canal
Walnutport, PA

October 22, 2009

Sussex County Chamber of Commerce Expo

Time: 4 - 8 PM
Place: Crystal Springs Country Club, Hardyston, NJ

Letter from our GENERAL MANAGER

Dear Valued Customers,

Welcome to the fall edition of our quarterly newsletter, the PTD Chat. It seems like just a short time ago that I began at PenTeleData, but already, we are celebrating our 15th Anniversary. Technology has changed quite a bit over the years. One thing hasn't though, and that's PenTeleData's commitment to be this region's data and Internet provider of choice. Whether it's a cable modem, a dedicated connection, computer repair or access to an Unleashed Wi-Fi Hotspot, you can count on us and the reliability of our MPLS Network with Intelligent Routing.

The holidays are just around the corner, so consider a Computer Patrol gift certificate for that person who has everything else, but could use help with their computer or needs a wireless network.

Have a great end of the year and a joyous holiday season. We'll chat again in 2010.

Sincerely,
John H. Williams
General Manager -- PenTeleData

CELEBRATING OUR 15 YEARS (continued)...

Everyone wanted in on this new high-speed Internet option!

WHERE WERE YOU IN MARCH 2005?

If you were at the Blue Mountain Ski Area, Penn's Peak or Bethlehem Brew Works, the first sites of PenTeleData Unleashed Wi-Fi Hot Spots, then you could have used your wi-fi enabled device to connect to the Internet. You would have known that each of these locations was a Hot Spot by the proudly displayed new mascot, a bulldog. He represented being "unleashed" or free of wires to connect to the Internet, and to make it even better (as if it were possible!), this awesome service was available as a FREE feature to PenTeleData broadband customers. That's right - we were one of the first to offer this service, and it is absolutely free to PenTeleData and our partner broadband customers. Today we have over 200 locations in 16 counties - and it's still FREE to our broadband customers!



Notably, by late 2005, the number of homes and businesses using broadband cable Internet service from PenTeleData had exceeded 100,000!

CUSTOMERS ASK FOR MORE: PENTELEDATA DELIVERS

By the summer of 2000, PenTeleData began offering customized technology solutions to schools, businesses and professionals throughout the serving area. Our knowledgeable group of technicians, known as the Integration Service Team (IST), improved business technology in the area by lending our experience for computer sales and service, software sales and support, network design, planned maintenance, training classes, and network and Internet security.

COMPUTER PATROL TO THE RESCUE!

By late 2006, our residential customers were requesting more from us as their Internet provider, and we were happy to oblige. After all, who better to call about a problem with your comput-

er than the company who provides your Internet service? Our existing IST changed their name to Computer Patrol, and now assists both businesses and homes with wireless networking, Internet security, virus and spyware removal, video surveillance and much more.

FAREWELL TO THE PROLOG NAME

After PenTeleData became the first data and high-speed Internet provider in the country to offer broadband cable Internet service to its customers, the name ProLog Express was chosen to describe the high-speed service as an expansion upon the popular ProLog Internet Service brand name.

Since that time, technology had grown. The outstanding network built by our dependable partners is now used for an array of interactive cable and telephone services, including Digital Cable, Video On Demand, Digital Video Recorder and Digital Telephone. As a result of this diversity, we made a decision to phase out the name ProLog Express from high-speed Internet advertising. Each partner now describes our high-speed Internet service with their own brand name, and includes "Powered by PenTeleData" in their logos and advertising. It was a fresh look for the same reliable Internet service we had been offering for over ten years.

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CELEBRATING OUR 15 YEARS (continued)...

Eventually, the name Prolog Express progressively faded from advertising and promotional materials. PenTeleData, as in the past, continued to supply the Internet infrastructure and expertise necessary to provide the affordable and reliable service.

EXCITING NEWS: OUR NEW MPLS NETWORK WITH INTELLIGENT ROUTING

By the summer of 2008, PenTeleData's new Multi-Protocol Label Switching (MPLS) network, a project that began in 2004, was finally complete. Similar to ATM, MPLS allows us to have a connection-oriented network, but using IP and Ethernet. The new network meant great things for everyone who uses it, including additional bandwidth, high availability, greater security, scalability and Intelligent Routing.

Intelligent Routing, otherwise known as MPLS L3VPN, allows us to route data from one customer location to another, without going through a main router at one customer location. Prior to the MPLS network, all information not designated for the main location had to travel from any customer location to a router at the main customer location, then to the final destination location. For example, if a store has fifty locations, location one could send information and it would go to the main customer location/router before delivery to location five. Now, location one can send the data directly to location five. This is beneficial in terms of disaster recovery and lost data. It is also useful for Voice over IP, telephone service that utilizes the Internet for transmission. Also, of importance is that our Engineers design and implement programs to enhance security and work around potential problems. In the case of MPLS, they created a monitoring system to catch errors and make it nearly impossible to bridge traffic, resolving possible privacy concerns.

CELEBRATING 15 YEARS AND BEYOND!

Today, PenTeleData is one of the largest privately owned networks in the nation. With over 5,000 miles of fiber optic wiring deployed and over \$300 million in fiber optic infrastructure, our MPLS network with Intelligent Routing delivers trustworthy Internet, networking, security and data transport services to homes and businesses, including some of the largest hospitals, financial institutions and schools in the region.

Our growth has also prompted another building expansion. Our current construction will add almost 9,000 square feet of new space to the PenTeleData building, so that we can continue providing the premier network our customers have come to know.

Our staff of highly-trained and dedicated employees shares PenTeleData's commitment to the areas we serve. Our relationship with our partners and the personalized attention we offer our customers makes us more than just another network – it makes us part of the community.

Even when you might not be aware of it, PenTeleData's technology is behind the scenes, enriching life in the areas we serve. Whether it's making a deposit at the bank, accessing your checking account online, research at a local school or university, filling a prescription, awaiting a diagnosis from your doctor, it's likely that you are using our MPLS Network with Intelligent Routing, making your transactions smooth and secure.

WE COULDN'T HAVE DONE IT WITHOUT YOU!

Last, but certainly not least, thank you. None of our story would be possible without the continued business and support of our customers. We appreciate your patronage, and look forward to many, many more years of providing the region's most trusted and reliable data and Internet services.

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CUSTOMER CONTEST

OCTOBER 2009

PenTeleData is giving one lucky winner a Family 4-Pack of lift tickets to Blue Mountain Ski area in Palmerton, PA.

How to play:

- Rack your brain and figure out the answer to this 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 **11/15/09**.

Good Luck! PenTeleData

Brain Teaser:

What is the only common four letter word in the English language which ends in -eny?



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FUN FACTS

TV's popular cartoon duo Rocky and Bullwinkle represented a number of General Mills cereals from 1959 to 1970: Cheerios, Cocoa Puffs, Jets, and Trix

William Howard Taft is the only man ever to have been both Chief Justice and President of the United States.

There are 56 signatures on the Declaration of Independence.

In the air, puffins are powerful flyers, beating their wings 300 to 400 times a minute to achieve speeds up to 40 miles per hour (64 kph).

Temperate climates are the most popular. Even though only 7 percent of the world enjoys a temperate climate, nearly half of the world's people live in these areas

There are no words in the English language that rhyme with month, orange, silver, or purple.

The human brain is insensitive to pain. The suffering of a headache come not from the organ itself but from the nerves and muscles lining it.

In March 2000, the Disney company reversed its 43-year ban on mustaches for its theme-park employees. A memo sent to the 12,000 Disneyland and Walt Disney World employees said guests would be comfortable with "neatly trimmed mustaches."

Founding father Walt Disney sported his own mustache, but that didn't stop him in 1957 from banning facial hair. He did this to distance his crew from stereotypical county-fair "carnies." The grooming code at the theme parks still bans beards, goatees, piercings, and unnatural hair colors.

The United States Department of Agriculture reports that the average American eats eight-and-a-half pounds of pickles a years. Dill pickles are twice as popular as sweet.

We are


JULY 2009 CONTEST WINNER!

Congratulations to Patrick Gallagher of Lehighton, PA.

Patrick is the winner of a Family 4-Pack of lift tickets to see either the Scranton Wilkes-Barre Yankees or the Lehigh Valley IronPigs (winner's choice).

QUESTION: If you have it, you want to share it. If you share it, you don't have it. What is it?
ANSWER: a secret

EXACTLY WHAT IS PENTELEDATA'S COMPUTER PATROL?

You've probably seen the commercials. You've probably heard the jingle on the radio. But exactly how can PenTeleData's Computer Patrol help you at home or work?

Since 1994, PenTeleData has been providing Internet services to homes and businesses throughout Pennsylvania and New Jersey. We've seen the small problems that can be frustrating to a home user, and we've seen the colossal issues that can challenge large hospitals and universities. If you're having computer trouble, let us bring that experience to you. No matter the significance of your computer problem, we will strive to find you a reasonable and affordable solution.

Our Computer Patrol can set-up your own wireless Hot Spot (wireless networking), help with virus and spyware removal, install virus protection, build a customized computer, install software or erase your hard drive before you donate a computer.

We'll come to your home or you can choose to bring your computer to our depot for repair. Either way, trust Computer Patrol to provide the same professional and reliable service you have come to expect from PenTeleData.

Call us today at 1-877-610-9090 or visit our website: www.ptdpatrol.com. Oh, and by the way, don't be afraid to ask us for a price quote – we'll be happy to give you an estimate in advance!



Have you seen our new commercials? CHECK THEM OUT TO WIN A PRIZE!

WE'VE RELEASED SOME NEW TELEVISION COMMERCIALS FEATURING OUR SECURITY SERVICES.

HAVE YOU SEEN THEM?

If so, you could win an LG 42" Plasma TV! If not, check them out on our website – <http://www.penteledata.net/videos/penteledatavideos.shtml>.

Although we worked very hard to keep the commercials comical, viruses and other security threats are no laughing matter. From identity theft to the destruction of your computer and everything in between, the best way to ward off intruders is to keep security patches up to date, use a firewall, and install current anti-virus software. If you are unfamiliar with what this means, or would just like help, call our Computer Patrol at 1.877.610.9090.

If you are a business owner or anyone responsible for a network that may contain confidential company or customer information, you need more than just standard software – you need help from the experts. The key is to catch predators before they cause damage. At PenTeleData, we offer 24/7 network monitoring

and support, firewalls, network intrusion detection, network audits and more. Our experienced team can help you avoid the costly liability associated with a security breach.

OH, BACK TO THE CONTEST: AFTER WATCHING THE VIDEOS, SEND US AN E-MAIL AT CHAT@CORP.PTD.NET. INCLUDE YOUR NAME, ADDRESS, TELEPHONE NUMBER AND THE ANSWER TO THE FOLLOWING:

Name the three Internet threats as identified in white on the black t-shirts of our actors in the commercials named Auditor and High Security.

All entries must be received by 11/15/09.
Good Luck!