

TCI ROLLS OUT FASTER INTERNET SPEEDS TO TBTC CUSTOMERS.
EXISTING CUSTOMERS WILL BE UPGRADED AUTOMATICALLY TO FASTER
SPEEDS WITH NO PRICE CHANGE!

Telephone customers of Tularosa Basin Telephone Company, Inc. (TBTC) will soon experience Internet speeds up to 15 megabits without seeing a price increase. In fact, three new faster Internet plans will roll out to existing customers with no action required on their part to receive those faster speeds. All customers connected with TBTC's fiber-optic network will experience the improved service immediately (February 8th). TBTC employees are working hard to make increased speeds available to all customers. Although speed increases vary based on customers' existing service, it is safe to say that all TBTC Internet customers with a 368 kilobit or higher service will experience a faster Internet connection.

TBTC, known for quality service across all products, has taken another leap forward in its Internet service offering. Once again, this improvement comes without a price increase. In January 2009, a similar action occurred with the TCI Internet product; however, those speed increases pale in comparison to today's action.

The entire community of Tularosa should experience faster Internet connections by March 1st. Carrizozo, Cloudcroft, and High Rolls customers' are planned to be completed by April 1st.

Basic Internet service, aka dial-up replacement, is the only product that will not experience a speed boost. This economical 128 kilobits service is popular with customers that primarily use the Internet for email and very light browsing. If you are one of these customers and your Internet usage increases, faster speeds are available upon request.

This speed increase project sparked such tremendous enthusiasm within the company that a "name the marketing campaign employee incentive program" came to pass! The overwhelming response (represented by 14 entries to this program) resulted in the theme of "***Speed Fest 11***". Preliminary radio spots are designed to compare High Speed Internet Service to Sonic booms, i.e., *What's that boom, the US Air Force or Tularosa Communications breaking the sound barrier with their new Broadband speeds?*

