

**For more information:**

**For immediate release**

*Mr. Jim Smart  
General Manager  
Bloomer Telephone Company  
715 568 4830  
jsmart@bloomer.net*

**Bloomer takes high-speed Internet to another level**  
*New fiber infrastructure to every home and business is first in Wisconsin*

**BLOOMER, Wisconsin** – *Tuesday, November 13, 2007* – With the recently completed installation of fiber cable to every home and business within Bloomer city limits, Bloomer Telephone Company customers will be able to download videos, music, pictures, and other large files faster than ever before.

“It’s going to open up a whole new world of convenience and efficiency for our customers,” says Jim Smart, Bloomer Telephone Company General Manager. “The new fiber infrastructure will deliver speeds more than fifty times faster than typical high-speed Internet services. Our initial top speed offering with the fiber system will be 100 megabits per second per subscriber with the capacity to increase that speed to up to 400 megabits per second per subscriber during the second quarter of 2008. These speeds are far superior to any other Internet Service offering in Wisconsin today. It’s not only about greater convenience for residential Internet users, but this represents a significant investment in the city’s economic future because it provides another tool to use in selling Bloomer to new businesses. No other city in Wisconsin offers a gigabit Ethernet connection to every home and business.”

Bloomer Telephone Company held a special event at Ruby’s Restaurant, November 13th to demonstrate the features of the new ultra high-speed Internet service.

As a thank you to its Internet customers for their cooperation during the construction of the network, Bloomer Telephone Company is offering existing high-speed Internet customers within the city of Bloomer six months of our new 15 megabit service at no additional charge.

Also, in early 2008, and pending government approval, Bloomer Telephone Company will use the new fiber network to offer customers digital TV with more than 150 channels including several high-definition channels. Once the video product is launched, Bloomer residents will finally be able to choose a single, locally-based, provider for all their needs: phone, high-speed Internet and digital TV.

The cost to install the 93 miles of fiber cable throughout the city was \$5.2 million. Construction began in September of 2006 and lasted 14 months. Other companies involved in the project included Finley Engineering for design and construction supervision, Tjader-Highstrom for all buried fiber optic cable construction, Calix for fiber optic electronics and Rural Utility Service for construction financing.

Bloomer Telephone Company has been serving north-central Wisconsin for more than 100 years, providing the most advanced communications technology at the best possible prices.

####