



the talk of Bloomer

Whew! Our staff at Bloomer Telephone Company has been extremely busy. Over the last year we completed the conversion of all of our customers in the City of Bloomer to fiber optic facilities. The new fiber facilities have not only allowed us significantly increase Internet upload and download speeds for our customers but also to introduce our new digital TV service. And our high definition channels are truly outstanding quality.

This summer we've been removing all of the old copper facilities and protectors at each house and pulling the old metal pedestals. We expect to complete this work before the end of the year.

Because of the outstanding response to our new digital TV service, we're working hard on plans to be able to extend the service to areas

Manager's Update:

outside the City of Bloomer. Once our testing is completed, we'll be getting back to you with the good news that we can serve your home or business. Watch your mail in the coming months for details.

While we are proud to bring you some of the most sophisticated technology in the nation, it means more to us to be able to do it at a cost that you can afford. As your local service provider you will get everyday low prices, rather than promotions with fine print that cost you more.

For those of you who have not tried our TV or high speed Internet service yet, we're extending our FREE HD for the first year offer to new customers. Give us a call or stop by during business hours to take advantage of this great offer.

Sincerely,

Jim Smart, General Manager

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Premium Channel PROMOTION:

- Order HBO today and receive the first Month Free
- Keep HBO for 13.95 per month and receive CINEMAX Free for 6 months.
- Call our office today to sign up!

All trademarks are the property of their respective owners.

Homework Help is Just a Click Away

Now that school is back in session, check out some of these great homework sites on the Web.

www.factmonster.com Fact Monster is a free reference site for students, teachers, and parents. Get homework help, find educational games and teaching tools, and find facts on thousands of subjects, including sports. Owned by Infoplease/Pearson Education, the site contains several reference works under one umbrella, including the Columbia Encyclopedia, Random House Dictionary, an atlas and an almanac. It also features quizzes, flashcards, a homework center and Flash-based games.

kids.nationalgeographic.com National Geographic Kids features different people, animals, and places each month with facts, games, activities, and related links.

www.ipl.org/div/kidspac The Internet Public Library Kidspac features a searchable, subject-categorized directory of authoritative websites; links to online texts, newspapers, and magazines; and a helpful "Ask A Question" feature.

The list could go on and on. If your children are out of school like ours or haven't started yet, you may not be aware of all the fun places for kids to visit on the web.

Intellectual Property Violations

Intellectual property violations include engaging in any activity that infringes or misappropriates the intellectual property rights of others, including copyrights, trademarks, service marks, trade secrets, software piracy, and patents held by individuals, corporations, or other entities. Violations also include engaging in activity that violates privacy, publicity, or other personal rights of others. Bloomer.net complies with the Digital Millennium Copyright Act ("DMCA") we are required by law to remove or block access to customer content upon receipt of a proper notice of copyright infringement. It is also bloomer.net's policy to terminate the privileges of subscribers who commit repeat violations of copyright laws. Utilization of services to copy material from third parties (including text, graphics, music, videos or other copyrightable material) without proper authorization is prohibited. Downloading some movies, music, video games, and books is illegal and considered copyright infringement even though they are available out on the web. For information on blocking peer to peer connections on your computer to safe guard you from copyright infringement see our web site.

TV CHANNEL UPDATES:

We are adding 4 new HD Channels: 508 WKBT; 531 Fox Sports Wisconsin; 534 Big Ten Network; 536 Speed.

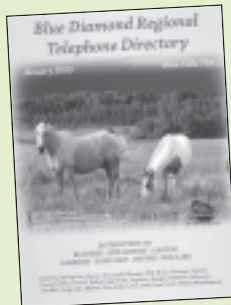
BET Networks, Channel 133, plans to change the name of the BET J programming service to "Centric" on or around October 5, 2009. As the #1 African American media company in the world, BET Networks will continue to provide its audiences with quality entertainment that speaks to where they are and where they want to go.

Bloomer TV is "temporarily" putting the KARE 11 Weather channel on channel 17. KTCI (TPT 17) the aviation weather station, has made transmission changes and is no longer available to us. KTCI has plans to raise their transmitting antenna and increase their power. At that time we hope to be able to receive it again.



Advertising Opportunity for Blue Diamond Area Businesses:

We need you in our telephone directory!



Sales representatives of Nova Directories are currently contacting advertisers for our January 2010 issue of the Blue Diamond Regional Telephone Directory. They will be in the area approximately 5 to 6 weeks. The deadline for directory advertising is September 20th. If you have any questions, please contact our office or Nova Directories at 1-888-891-6925.

Bloomer TV Troubleshooting Tips

An easy solution to problems you may encounter is to re-boot your Set Top Box (STB). Unplug the power cord from the back of the STB for 15 seconds. Plug the power cord back into the STB. Your STB will take roughly 2-6 minutes to reboot.

If there is no picture or the picture is "snowy", make sure that the STB is turned on. Then, make sure the TV is on the correct input depending on how the STB is hooked up to the TV. (Examples: HDMI Cable, Coax, Component Cable)

If you do not have any sound or you have problems with the volume, turn the STB off for 15 seconds using the power button on the STB and then turn it back on. If this does not correct the problem, reboot your STB as instructed above.

If your picture is "tiling" or "freezing", please call our office at 715-568-4830 to report this trouble.

If you only have a few channels to choose from, press the Guide button repeatedly until the green tab above the channel information shows "ALL". Each time you press the Guide button, the text in the green tab should change, and you will view a different tabbed channel list. Examples: All, HD, Subscribed, Favorites. To leave the Guide, press the Exit button on your remote control at any time.

Final notes: If your remote control doesn't work, you may need to change the batteries in the remote. In the event of a power outage, your STB should reboot itself. If not, manually reboot the STB as instructed above.



Wisconsin 534 Area Code Will Share the Same Region as the Existing 715 Area Code

To ensure a continuing supply of telephone numbers, the Public Service Commission of Wisconsin (PSC) has approved the addition of the 534 area code to the geographic region currently served by 715 – this is called an Area Code Overlay.

How Will This Affect Me?

Because of the addition of the 534 area code, all customers within the 715/534 geography will need to dial the area code followed by the 7-digit telephone number when dialing all local calls.

What is the Dialing Change?

To complete local calls, the new dialing procedure requires callers to dial the full 10-digit telephone number. This means that all calls from the 715 area code that are currently dialed with 7-digits will need to be dialed using the area code + 7-digit telephone number. However, long distance calls will remain the same. Callers need to dial 1 + area code + 7-digit telephone number whenever placing a long distance call from the 715 or 534 area code.

When Will These Changes go Into Effect?

Effective October 17, 2009, you should begin using the new dialing procedure whenever you place local calls from the 715 area code. If you forget and use the old dialing procedure of dialing just 7-digits, your call will still be completed.

Beginning July 17, 2010, you must use the new dialing procedure for all local calls. After this date, if you do not use the new dialing procedure, your call will not be completed and a recording will provide instructions on how to redial your call.

Beginning August 14, 2010, new telephone lines or services may be assigned numbers with the 534 area code.

What Will Change?

- You will need to dial 10-digits (area code + 7-digit telephone number) for every local call.
- You may need to reprogram or upgrade your equipment if you use specialized communications equipment like a PBX, electronic telephone sets, auto-dial systems or multi-line key systems in order to use the new dialing procedure.
- Some automatically dialed calls may require reprogramming to include the new dialing procedure. These calls may include: life safety systems, fax machines, Internet dial-up numbers, alarm and security systems, speed

dialers, call forwarding settings, voicemail services, and similar functions.

- Check your websites, business stationery, advertising materials, personal checks, contact information and your ID tags to ensure the area code is included.

What Will Remain the Same?

- Your telephone number, which includes your area code, will remain the same.
- The price of a call, local and long-distance calling areas and other rates and services of your telecommunications providers will not change as a result of the Area Code Overlay. What is a local call now will remain a local call regardless of the number of digits dialed.
- You will still dial just three digits to reach 911.
- 211, 411, 511, 611, 711 and 811 numbers will continue to be dialed with just three digits.

QUESTIONS?

If you have any questions regarding information provided in this notice, please call us at 715 PSC website at

<http://psc.wi.gov/utilityinfo/tele/areaCodes/home-AreaCodeRelief.htm>

Security Coverage Introduces Fresh Start Service:

When you purchase SecureIt Plus, you can now take advantage of Fresh Start. Diagnose. Remove. Install. That's right! We will determine if there are any viruses or spyware on your PC, remove the threat, improve start-up speed and then install the new SecureIt product. All for the low price of \$39.95. You are then eligible for the SecureIt Services guarantee.

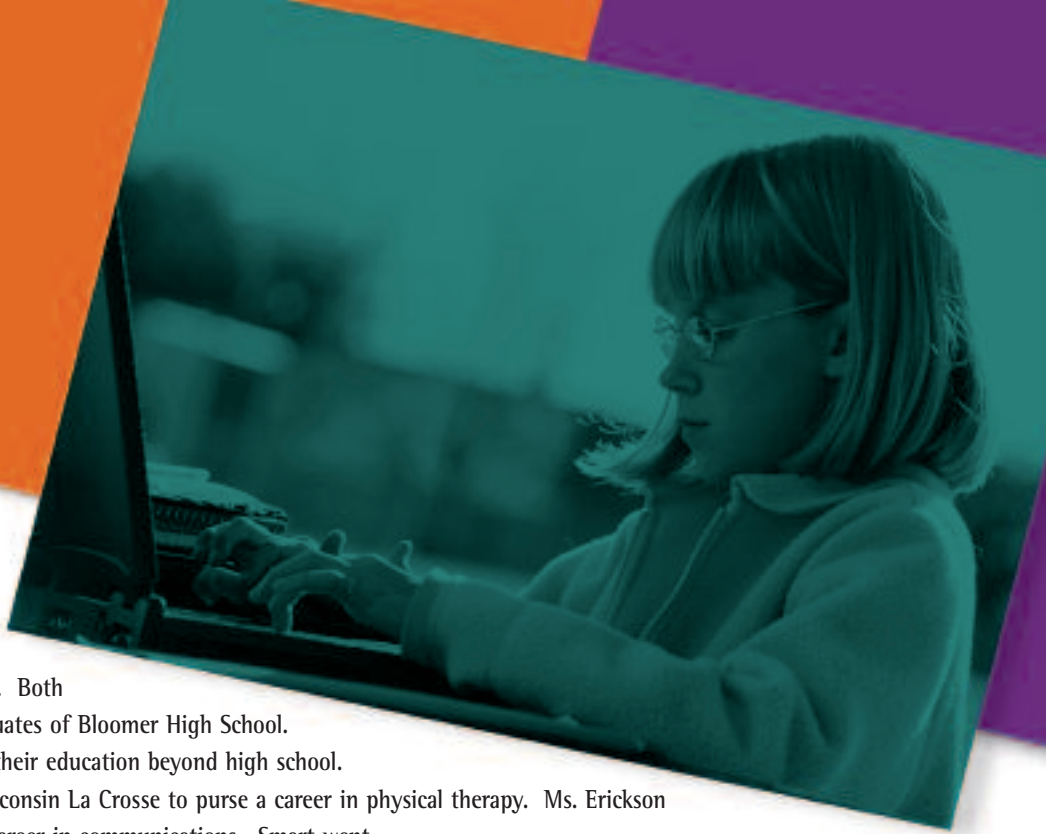
Fresh Start includes the following:

- Verify the download and establish a connection
- Remove previous anti-virus software
- Check for infections and malicious software
- Terminate and remove malicious software and threats
- Professionally install SecureIt
- Remove any unnecessary start-up items for better PC performance

A manual installation, performed by you, the customer, is also available for the SecureIt services. This installation is supported by SecureIt, but you are not eligible for the SecureIt Services guarantee.



1120 15th Ave., Bloomer, WI 54724
(715)568-4830 • www.bloomer.net



Scholarship Winners...

Amanda Abrahamson and Brittany Erickson are the recipients of Bloomer Telephone Company's 2009 scholarships, according to Jim Smart, General Manager of Bloomer Telephone Company. Both Ms. Abrahamson and Ms. Erickson are 2009 graduates of Bloomer High School. Each student will receive \$1,000 to help further their education beyond high school. Ms. Abrahamson will attend the University of Wisconsin La Crosse to pursue a career in physical therapy. Ms. Erickson will attend Winona State University to pursue a career in communications. Smart went on to state "it is a pleasure to award these scholarships to Amanda and Brittany. Based on their success in high school, they are outstanding students who will excel as they continue their education."

Selections are based on a number of factors, including academic achievements, extracurricular activities and professional goals. This is the fourth year that Bloomer Telephone Company has awarded these scholarships to Bloomer area students.

Pictured from left to right: Amanda Abrahamson, Jim Smart, General Manager of Bloomer Telephone Company, Brittany Erickson.



New Police & Fire Protection Fee

As passed by the state Legislature, and recently signed into law by Gov. Jim Doyle as part of the state's 2009-2011 biennial budget, beginning on September 1, 2009, we are required to collect a new fee of \$0.75 per month, per connection. The fee will appear on your bill as the "Police and Fire Protection Fee." It will be applied to all communications service connections with an assigned telephone number (i.e. landline, wireless, cable telephony etc.) including a communication service provided via a voice over Internet protocol connection (VoIP). The \$0.75 fee will be imposed as each of the first ten connections and one-tenth of the fee (\$0.075) for each additional connection per billed account. The revenue collected will be remitted to the state Public Service Commission and ultimately be distributed back to local units of government under the county and municipal aid program.

We're OPEN for You!

Bloomer Office hours are Monday through Friday 8 a.m. to 5 p.m. You may also reach us at blmrtelc@bloomer.net. And of course, our website is available 7/24 at bloomernet.

We maintain a 24 hour on call technician. Our on-call staff monitors the technology that serves you even after business hours. They check systems and respond to alerts.

When you call after normal business hours with a problem, rest assured that we are checking messages and responding to your requests. For major outages our goal is to respond as we would during normal business hours.

Other requests are prioritized based on degree of severity, from completely down connections to minor difficulties. Either way we will be in touch with you to find out how we can help you with your service. Again, if you have a non-urgent request we will respond to you based on your urgency.