



the
talk
of Bloomer

Happy New Year!

We hope you had a wonderful holiday

season. I wanted to take the time to recap our fiber project progress and thank you, our customers and the community, for your patience in working with us as we bring new services on line and up to full throttle.

First, congratulations to all of you who have selected our new fiber-speed 15 Meg broadband and TV services. You are now using one of the most advanced networks in the country. We thank you for your patience, over the last few months. Many of you provided valuable feedback as we tweaked the video service and worked through some tricky configuration issues with our set top boxes.

Second, thank you for your great response to our bundled packages. We've had our technicians working as quickly as possible to

complete installations so that you can enjoy the best of the Internet and TV services.

For those of you that have not taken advantage of our TV services or the fastest broadband in Northwest Wisconsin, there is still time. You'll want to review just a few of the testimonials (inside) we've received about our services.

Our initial offers are still available! We've checked around and we know we offer the best total value package in the great state of Wisconsin. We've included our offers and our channel line up again in this newsletter. If you sign up today you'll be all set for the DTV transition in 2009.

Thanks again for making the Bloomer Community one of the best places to live, and work and play. We appreciate your business and look forward to serving you long into the future.

Sincerely,



Jim Smart, General Manager

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Last Chance: DTV Coming Soon

The long awaited, and much advertised, transition from analog to digital television signal will happen on February 17, 2009. Just for review: If all your TVs are hooked up to Bloomer Telephone video service, you are all set. We'll provide the digital signal. If not, you need TVs with integrated digital signal or you'll need to add a digital-to-analog converter. These converter boxes can be purchased at local electronics stores. Coupons to assist with the cost can be obtained from the federal government. Call 1-888-DTV-2009.

Customer Reviews are in: Bloomer Fiber-Speed TV and Broadband is a Hit!

I am pleased with the Bloomer Fiber Speed All In One package that I recently switched to. The picture quality and reliability is much better than what I had previously. I really like the caller ID pop-up on the TV screen when the phone rings. The Bloomer package has shown me a significant savings over my previous provider and like the idea of being able to keep my business in the community. – **Mike Rinzel**

After looking into the TV service available from the Bloomer Telephone Company, we decided to change our service from an outside provider for several different reasons – only one bill for our TV and phone and internet services, better rates, better repair service, timely repair service, and we are supporting a local company. Since switching, we have had a few minor bugs that were worked out very quickly and professionally by the Bloomer Telephone Company. We are more than happy with our service and the choice that we made in moving to the service provided by the Bloomer Telephone Company and would recommend that everyone “make the move”. – **Rod and Kellie Turner**

At Toycen Motors, we were never able to get cable service in the past. Our location coupled with blacktop around the entire dealership made it impossible to get service into the building. With Bloomer Telephone, we had service in less than a day from the time we called to order service. I've been happy with the product and the channels offered. I've even come to the dealership to watch a TV program that I could not otherwise get with my cable service at home! Bloomer Telephone has been extremely helpful and courteous to work with the entire time and I recommend their services to everyone!

– **Craig Toycen, Toycen Motors, Inc**

BLOOMER FIBER-SPEED HOME PHONE AND FIBER-SPEED INTERNET

15 Meg Fiber-Speed Internet*
Modem and maintenance included

Home Phone

- 2 Hours of Long Distance and ECC Calls
- Caller ID with Name
- Voice Mail
- Call Waiting
- Automatic Recall *69
- Teen Service
- 3-way calling

\$63⁹⁵

BLOOMER FIBER-SPEED ENTERTAINMENT

PHONE WITH BLOOMER DIGITAL TV
Digital Cable TV with 120 Channels

Plus 38 Music Channels
2 Set Top Boxes*

Home Phone

- 2 Hours of Long Distance and ECC Calls
- Caller ID on SCREEN
- Voice Mail
- Call Waiting
- Automatic Recall *69
- Teen Service
- 3-way calling

\$69⁹⁵

Choose our Entertainment package and get an additional 21 HD Channels FREE for 6 Months.

Save trips to the Video Store –
Use Bloomer Digital TV Pay-Per-View (PPV)

Our TV service comes with 12 PPV Channels which are made available to all our customers when they have our service installed. All you have to do is browse through the selections and approve the purchase. Charges for PPV movies and events are then added to your monthly bill automatically. If for any reason you would not like to allow members of your family to access and buy PPV movies and events, just give us a call so we can set up blocking controls for you in the programming guide.



BLOOMER FIBER-SPEED ALL-IN-ONE

HOME PHONE, FIBER-SPEED INTERNET & DIGITAL TV!

15 Meg Fiber-Speed Internet*
Modem and maintenance included

Digital Cable TV with 120 Channels
Plus 38 Music Channels
2 Set Top Boxes

Home Phone

- 2 Hours of Long Distance and ECC Calls
- Caller ID ON SCREEN
- Voice Mail
- Call Waiting
- Automatic Recall *69
- Teen Service (Distinctive Ringing)
- 3-way calling

\$99⁹⁵

Choose All-in-One now & get an additional 21 HD Channels FREE for at least 12 months!

*Government taxes and fees not included. Call to verify speed and service availability in your neighborhood. On-screen caller ID only available to subscribers of Bloomer Digital TV. Channel line-up subject to change. Bundles are for residential customers only. Additional set top boxes available.





Lifeline and Link-Up Programs

Telephone service is considered a necessity for daily modern life, yet the cost of activating and maintaining such service may be prohibitively expensive for low-income consumers. Under Congressional mandate, the Federal Communication Commission's (FCC) Federal Universal Service Fund includes the Low-Income Program discounts on telephone services to qualifying consumers. Bloomer Telephone participates in this telephone discount program.

Applying for Benefits

For complete program details, please contact our office at (715) 568-4830.

Applicants need to certify their eligibility to receive the program's benefits by proving participation in any of the following programs:

- Medicaid
- Food Stamps
- Badger Care
- Temporary Assistance for Needy Families (TANF)
- Supplemental Security Income (SSI)
- Low Income Home Energy Assistance Program (LIHEAP)
- Wisconsin Homestead Tax Credit

Applicants simply complete an Information Release Authorization Form which is available in the business office. We then verify all applications with the necessary government office: Wisconsin Department of Health and Family Services, Department of Workforce Development and the Department of Revenue. Once verified, we will provide a single telephone line service (one per household) to the customer at the program's monthly discounted rate.

Attention Internet Customers – Postini (Junk Mail Filtering) Update:

Due to the degradation of performance and support from Postini over the past year, we researched a new junk mail filtering system. Based on our evaluation, we will replace Postini's junk mail filtering system with a new junk email product for our customers. We expect to make this conversion by mid-February, 2009. Although the interface that you see when you check your junk mail will look slightly different with our new vendor, you will notice an improvement in the amount of junk mail that does not reach your inbox. We will keep you informed as we move forward.

2009 Directory Cover Challenge

Thank you to all of our customers who participated in our 2009 Directory Cover Challenge. Combined with the Citizens Telephone Cooperative, Inc. customers that also participated in this challenge, we had over 230 photographs entered for our contest! Special thanks to Curt Harrison from Curtie Dot Com Photography, for helping the Directory Challenge Committee choose the winners. The 1st Place photograph will be featured on the cover of the 2009 Blue Diamond Regional Directory.

Congratulations to our 2009 Directory Cover Challenge Winners:

1st Place – Brenda Carlson, New Auburn
\$100.00 Credit on account

2nd Place – Judith Hable, Bloomer
\$50.00 Credit on account

3rd Place – Michelle Rayburn, New Auburn
\$25.00 Credit on account

Unified Messaging (Phone Central) sends your voice mail to your computer!

Discover the great convenience of retrieving and managing your Voice Mail from your PC.

Phone Central lets you play messages right from your PC. You can also maintain your personal settings and manage your voice mail all from a simple screen on your PC. It's as simple as running e-mail, just for your phone messages. Not only can you hear the message but you'll see the caller information including the phone number (if available) in a simple drop down list.

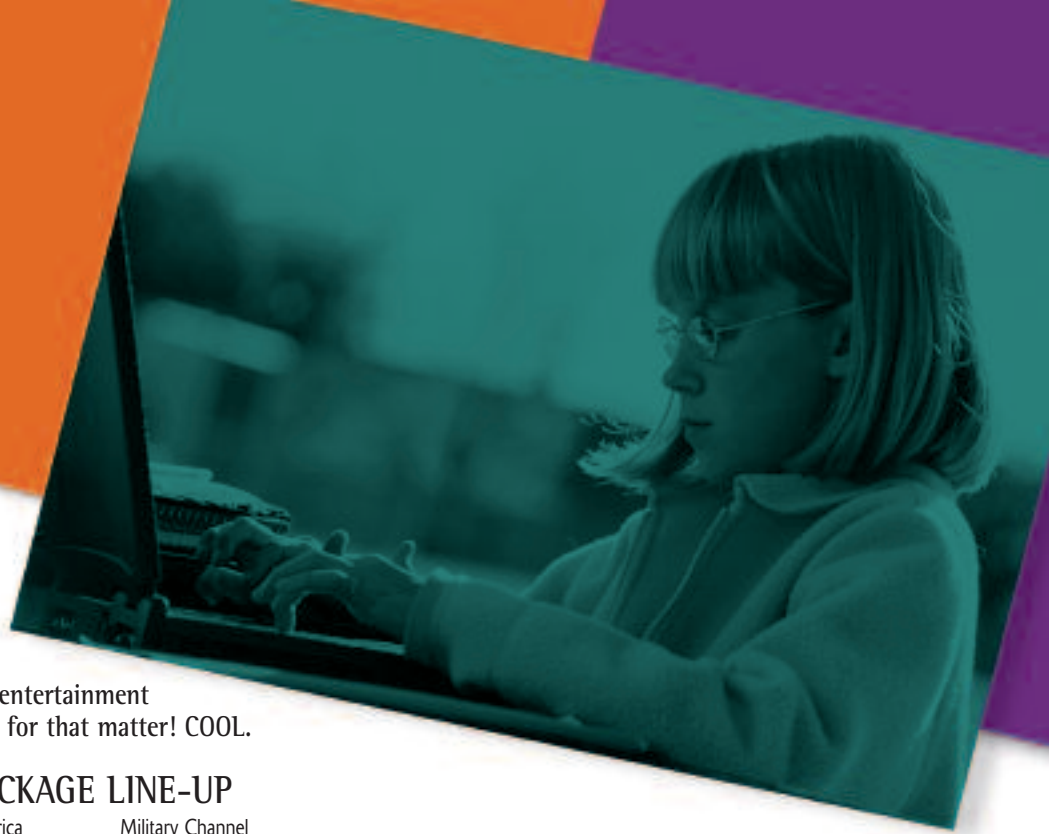
In order to use this service you simply install our Phone Central software on your PC. Then the next time you sign on, Phone Central runs in the background. As a voice mail message is left for you, a window will pop up to provide the message notification. You simply click on the message view the caller detail and with a simple click play the message from your PC.

You'll really enjoy the convenience and time-saving features of Phone Central. There are many other services that are available with Phone Central such as follow me service when you want your calls forwarded, or e-forward service when you would like your calls forwarded to your e-mail should you be traveling, as well as management settings that allow you to play and manage your voice mail from the web.

Call our office today to get connected with Phone Central. The best part of Phone Central is that it is offered at no charge to our Bloomer Telephone voice mail and high-speed Internet customers. Call today.



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



WOW! Over 120 Channels in our TV Package Line-up!

(And that's not including our HD, Music, Premium or PPV Channels – an additional 115 channels!)

Bloomer Fiber-speed TV offers you the best entertainment value in western Wisconsin or anywhere else for that matter! COOL.

BLOOMER FIBER DIGITAL TV PACKAGE LINE-UP

KTCA (PBS)	Turner Classic Movies	BBC America	Military Channel
WEUX (Fox 48)	TV Land	Noggin	Gospel Music Channel
WCCO* (CBS)	ION Television	Toon Disney	Word Network
KSTP* (ABC)	Hallmark	Biography Channel	Daystar Television Network
WHWC (PBS 28)	ABC Family Channel	Sleuth	Shop NBC
Public Access/ Bloomer Community	Spike TV	Fuse	Church Channel
WKBT (CBS)	USA	MTV 2	JCTV
KMSP* (Fox 9)	Lifetime	The N (GAS)	Anime Network
WFTC* (My Network)	Lifetime Movie Network	Style	BET
KARE* (NBC)	Comedy Central	Fine Living	Oxygen
WQOW (ABC 18)	E!	Fox Reality	Hallmark Movie Channel
WEAU (NBC)	HGTV	American Life TV	Jewelry TV
KMWB* (WB 23)	DIY	Nick Tunes	Independent Film Network
WGN	Food Network	G4	WE
KSTC (Ch 45)	Travel Channel	Bloomberg TV	ESPN News
KTCI	A&E	I-Life TV	Sportsman Channel
TBN	Animal Planet	Fox Movie Channel	Fit TV
QVC	Discovery	Ovation	
Home Shopping	History	Sprout	
C-Span	History Channel	AZN Television	
C-Span 2	International	Discovery Home	
Fox News	TLC	Discovery Times	
CNN	Disney	CMT Pure	
Headline News	Nickelodeon		
MSNBC	Cartoon		
CNBC	Game Show		
ESPN Classic Sports	Outdoor Channel		
ESPN	Versus		
ESPN2	Bravo		
Fox Sports North	Tru TV		
NFL Network	Soapnet		
Big Ten Network	MTV		
Golf Channel	CMT		
Speedvision	GAC		
RFD	VH-1		
TBS	Weather Channel		
TNT	National Geographic		
FX	EWTN		
Sci-Fi	Discovery Kids		
AMC	Science Channel		
	Discovery Health		

Bloomer offers 25 channels in HD:

ESPN-HD	ESPN 2-HD
PBS-HD (2)	Discovery-HD
NBC-HD (2)	ABC-HD (2)
Fox-HD	CBS-HD
HGTV-HD	A&E-HD
Food Network-HD	Universal-HD
HD Theatre	Science Channel-HD
Animal Planet-HD	National Geographic Channel-HD
My Network TV	The Learning Channel

PREMIUM CHANNELS IN HD (additional fees apply)

Starz-HD	HBO-HD
Cinemax-HD	Showtime-HD

WE'VE GOT IT ALL!

Premium Channels save you time and gas for trips to the video store! Get new releases and your old favorites with over 37 PREMIUM CHANNELS and 12 Pay-Per-View Channels.

HBO HBO2 East HBO Signature HBO Comedy HBO Zone HBO Family \$13⁹⁵	CINEMAX Cinemax East More Max Thriller Max Action Max \$13⁹⁵	STARZ Starz! Cinema East Starz in Black Starz! Edge Encore Encore Drama Encore Action Encore Western Encore Love Encore Mystery Encore Wam! \$13⁹⁵	SHOWTIME Showtime Too Showtime Showcase Showtime Extreme Showtime Next Showtime Family Showtime Women Flix-E The Movie Channel The Movie Channel Xtra \$13⁹⁵
SPORTS PREMIUMS: ESPN News FitTV Fox Soccer Channel Fox College Sports Atlantic Fox College Sports Central	FOX COLLEGE SPORTS PACIFIC TV Games \$9⁹⁵		

Plus 12 Additional Pay-Per-View Movie Channels

Plus 38 Music Channels!

*Subject to non-duplication. Channel line up subject to change.