



November 18, 2013

Rebecca W. Stinchcomb
 Mayor
 City of Gahanna
 200 South Hamilton Rd.
 Gahanna, OH 43230

Dear Mayor Stinchcomb,

At WOW!, our objective is to continue to provide excellent customer service and a variety of phone, video and high-speed Internet services at a great value to our customers.

We want to make you aware of some upcoming programming changes occurring for WOW! Cable customers:

<u>Channel</u>	<u>Action</u>	<u>Channel Number</u>	<u>Effective Date</u>
<u>Music Choice - Classic Alternative</u>	<u>Drop</u>	<u>516</u>	<u>December 10, 2013</u>
<u>Music Choice - Teen MC</u>	<u>Add</u>	<u>417</u>	<u>December 10, 2013</u>
<u>Music Choice - Pop Rhythmic</u>	<u>Add</u>	<u>546</u>	<u>December 10, 2013</u>
<u>Music Choice - Pop Country</u>	<u>Add</u>	<u>547</u>	<u>December 10, 2013</u>
<u>Music Choice - Y2K</u>	<u>Add</u>	<u>548</u>	<u>December 10, 2013</u>
<u>Music Choice - Love Songs</u>	<u>Add</u>	<u>549</u>	<u>December 10, 2013</u>
<u>SoapNet</u>	<u>Network is going off the air</u>	<u>319</u>	<u>December 19, 2013</u>
<u>GSN</u>	<u>Drop</u>	<u>308 265(HD)</u>	<u>December 19, 2013</u>
<u>WCSN Dalmar TV</u>	<u>Drop</u>	<u>106</u>	<u>December 19, 2013</u>

Our company, as many others, continues to experience increases in operational expenses. We do our best to manage our costs very tightly wherever we have control to do so, however, our single largest expense is programming. To help keep pace with these costs, our rates and bundle pricing will be adjusted with the January 1, 2014 billing cycle. The majority of our bundled residential customers will experience an increase between \$6.00 and \$10.00. All residential customers will receive a customized notice based on their current level of service. Samples of the letters are enclosed.

Our a la carte premium channel subscriptions will increase by \$2.00 from \$16.00 to \$18.00 per month. Those channels include Cinemax, HBO, Playboy, Showtime and Starz.

The Cable only increases are as follows with the 2014 rate in parenthesis:

- Basic Cable: \$5.00 (\$71.00)
- Digital TV Basic or Digital Value: \$5.00 (\$71.00)
- Digital TV Signature: \$6.00 (\$92.00)

The Internet only increases are as follows with the 2014 rate in parenthesis:

- 2Mbps: \$2.00 (\$42.00)
- 15Mbps: \$2.00 (\$52.00)
- 30Mbps: \$2.00 (\$72.00)
- 50Mbps: \$2.00 (\$92.00)

In addition, WOW! will be increasing the monthly Broadcast TV surcharge. It is applied on our residential customers' bills who subscribe to Basic Cable or higher. The Starting January 1, 2014, the

surcharge will increase to \$4.50 a month, which is a \$0.50 increase. The fee helps offset some of the continued increase in programming fees that we must pay to broadcasters.

As part of our 2011 all-digital transition, WOW! provided customers two Digital Adapters at no charge. Effective January 1, 2014 we will continue to provide Cable customers with one Digital Adapter at no charge, and all other Digital Adapters will be charged at a rate of \$2.00 per month.

Thank you for your continued support and cooperation. If you have any questions, please contact me at 614-948-4650.

Sincerely,

A handwritten signature in black ink, appearing to read "Greg Argetsinger". The signature is stylized with a large, sweeping initial "G" and a long horizontal flourish extending to the right.

Greg Argetsinger
Family Man, Sports Fan, Traveler
Vice President and General Manager, Ohio
WOW! Internet, Cable and Phone



November 21, 2013

Dear WOW! Customer,

It's that time of year again – a time we dislike because we must inform you of a rate increase. We dread this because we love being your cable provider and we're grateful for your business. And we understand that it's a difficult message for you to receive.

At WOW!, we work hard to manage our costs tightly wherever we have control to do so. Each year as our operating expenses increase, we carefully consider how much we must pass on to customers in order to stay affordable while providing service excellence. As a result, beginning with your January 2014 billing statement the Broadcast TV Surcharge will change to \$6.00 a month.

[Variable] As part of our 2011 all-digital transition, WOW! provided customers two Digital Adapters at no charge. Effective January 1, 2014 we will continue to provide Cable customers with one Digital Adapter at no charge, and all other Digital Adapters will be charged at a rate of \$2.00 per month.

[Variable] Please also refer to the chart below for new prices of other services that you may be receiving.

	Current Monthly Price	New Monthly Price Effective 1/1/2014	Change
HBO	\$16.00	\$18.00	\$2.00

We understand you have a choice of providers and, on behalf of the entire WOW! family, thank you for the opportunity to serve you. If you have questions about our services or this notice, you can call us toll-free at 1-800-491-1419.

Sincerely,

Colleen Abdoulah
Hugger, Mother, Keeper of the Culture
CEO and Chairwoman of the Board
WOW! Internet, Cable and Phone

Prices exclude taxes, fees (such as applicable franchise, PEG and right-of-way access fees, the Subscriber Line Charge and Network Line Fee), the Broadcast TV Surcharge, government program related fees (such as applicable 911 fees, and USF and TRS charges), additional equipment, installation and service call charges, and usage-based charges. Offers not valid with any other discount. Offers and services subject to change without notice. Please see WOW!'s complete terms and conditions or call WOW! for further information regarding offers. ©2013 WideOpenWest Finance, LLC V12 ALC



November 21, 2013

Dear WOW! Customer,

We love being your cable provider and we're grateful for your business. All of us at WOW! are humbled by the loyalty of our customers because, unlike consumers in many other communities across the country, you have a choice of providers in your area.

We're writing to let you know that the promotional price of the WOW! bundle you signed up for was guaranteed until 2014. Therefore, beginning with your January 2014 billing statement, the new price of your bundle will increase by \$10.00 a month. Additionally, a Network Line Fee of \$4.00 a month will also take effect beginning January 2014.

We understand you have a choice of providers and, on behalf of the entire WOW! family, thank you for the opportunity to serve you. If you have questions about our services or this notice, you can call us toll-free at 1-800-491-1419.

Sincerely,

A handwritten signature in black ink, appearing to read "Colleen Abdoulah". The signature is fluid and cursive.

Colleen Abdoulah
Hugger, Mother, Keeper of the Culture
CEO and Chairwoman of the Board
WOW! Internet, Cable and Phone

Prices exclude taxes, fees (such as applicable franchise, PEG and right-of-way access fees, the Subscriber Line Charge and Network Line Fee), the Broadcast TV Surcharge, government program related fees (such as applicable 911 fees, and USF and TRS charges), additional equipment, installation and service call charges, and usage-based charges. Offers not valid with any other discount. Offers and services subject to change without notice. Please see WOW!'s complete terms and conditions or call WOW! for further information regarding offers. ©2013 WideOpenWest Finance, LLC V8 CAT6HP



November 21, 2013

Dear WOW! Customer,

It's that time of year again – a time we dislike because we must inform you of a rate increase. We dread this because we love being your cable provider and we're grateful for your business. And we understand that it's a difficult message for you to receive.

At WOW!, we work hard to manage our costs tightly wherever we have control to do so. But our single largest expense continues to be programming, such as the license fees we must pay to broadcast stations every month. As a result, the price for your WOW! Limited Cable service will be \$26.00 a month beginning with your January 2014 billing statement.

[Variable] As part of our 2011 all-digital transition, WOW! provided customers two Digital Adapters at no charge. Effective January 1, 2014 we will continue to provide Cable customers with one Digital Adapter at no charge, and all other Digital Adapters will be charged at a rate of \$2.00 per month.

Over the years we've been humbled by the loyalty of our customers because, unlike consumers in many other communities across the country, you have a choice of providers in your area. If you have questions about our services or this notice, you can call us toll-free at 1-800-491-1419. On behalf of the entire WOW! family, thank you for the opportunity to serve you.

Sincerely,

Colleen Abdoulah
Hugger, Mother, Keeper of the Culture
CEO and Chairwoman of the Board
WOW! Internet, Cable and Phone

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November 21, 2013

Dear WOW! Customer,

It's that time of year again – a time we dislike because we must inform you of a rate increase. We dread this because we love being your cable provider and we're grateful for your business. And we understand that it's a difficult message for you to receive.

At WOW!, we work hard to manage our costs tightly wherever we have control to do so. But our single largest expense continues to be programming, the license fees we must pay to broadcast and cable networks every month. As a result, the price of your WOW! Basic Cable service at the senior rate will be \$63.90 a month beginning with your January 2014 billing statement. Additionally, the Broadcast TV Surcharge will change to \$4.50 a month effective January 2014.

[Variable] As part of our 2011 all-digital transition, WOW! provided customers two Digital Adapters at no charge. Effective January 1, 2014 we will continue to provide Cable customers with one Digital Adapter at no charge, and all other Digital Adapters will be charged at a rate of \$2.00 per month.

Gaining Control, Choice and Value from Programming

We recognize customers just want cable operators and programmers to work it out amongst themselves without disruption to you. And we're not trying to whine to you about the challenges we face. However, we do think it's important that you understand the reasons why programming license fees are skyrocketing since it directly impacts how much you pay. About 90% of existing TV networks are owned or controlled by just six multi-billion-dollar media conglomerates who wield an awful lot of power. Some of these network owners also happen to be cable operators and are among WOW!'s largest competitors. Frankly, we don't have the same negotiating leverage that they do. They're demanding fee increases that are double, triple or even more for the same program offerings. Does that seem fair and reasonable? We sure don't think so. As an independent cable company, WOW! has no ownership connection with any programmer so there is no conflict of interest. We will continue to fight to keep license fees and, therefore, your prices as affordable as possible. We have to in order to provide you with the products you want at a competitive price. To learn more, I invite you to visit wowway.com/aboutprogramming.

If you have questions about our services or this notice, you can call us toll-free at 1-800-491-1419. On behalf of the entire WOW! family, thank you for the opportunity to serve you.

Sincerely,

Colleen Abdoulah
Hugger, Mother, Keeper of the Culture
CEO and Chairwoman of the Board
WOW! Internet, Cable and Phone



November 21, 2013

Dear WOW! Customer,

It's that time of year again – a time we dislike because we must inform you of a rate increase. We dread this because we love being your Internet provider and we're grateful for your business. And we understand that it's a difficult message for you to receive.

At WOW!, we work hard to manage our costs tightly wherever we have control to do so. Each year as our operating expenses increase, we carefully consider how much we must pass on to customers in order to stay affordable while providing service excellence. As a result, the price of your WOW! Internet service will increase by \$2.00 a month beginning with your January 2014 billing statement.

We understand you have a choice of providers and, on behalf of the entire WOW! family, thank you for the opportunity to serve you. If you have questions about our services or this notice, you can call us toll-free at 1-800-491-1419.

Sincerely,

A handwritten signature in black ink, appearing to read "Colleen Abdoulah". The signature is fluid and cursive.

Colleen Abdoulah
Hugger, Mother, Keeper of the Culture
CEO and Chairwoman of the Board
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It's that kind of experience.

December 4, 2013

Rebecca W. Stinchcomb
Mayor
City of Gahanna
200 South Hamilton Rd.
Gahanna, OH 43230

Dear Mayor Stinchcomb,

Effective December 6, 2013, all new WOW! Digital TV Basic or Digital TV Signature customers who wish to receive Starz/Encore channels will pay \$12 a month to view those channels.

Effective January 3, 2014, Starz/Encore channels will no longer be included with Digital TV Signature cable packages at no charge. In addition, Starz/Encore Video OnDemand content will only be available to those customers with a Starz/Encore premium subscription. Letters will be mailed to all current customers who receive this channel as part of their Digital TV Signature package notifying them of this change. Any customers who currently have Starz/Encore as part of their Digital TV Signature lineup will pay \$12 a month to view the channels listed below.

<u>Channel</u>	<u>Action</u>	<u>Channel Number/HD Channel</u>
Encore	Move out of Digital TV Signature to be a Premium channel	480/291
Encore Action	Move out of Digital TV Signature to be a Premium channel	486/289
Encore Black	Move out of Digital TV Signature to be a Premium channel	489/290
Encore Family	Move out of Digital TV Signature to be a Premium channel	490
Encore Classic	Move out of Digital TV Signature to be a Premium channel	488
Encore Suspense	Move out of Digital TV Signature to be a Premium channel	487
Encore Westerns	Move out of Digital TV Signature to be a Premium channel	485
Starz	Move out of Digital TV Signature to be a Premium channel	481/493
Starz Cinema	Move out of Digital TV Signature to be a Premium channel	492
Starz Comedy	Move out of Digital TV Signature to be a Premium channel	328/495
Starz Edge	Move out of Digital TV Signature to be a Premium channel	483/496
Starz InBlack	Move out of Digital TV Signature to be a Premium channel	484/497
Starz Kids and Family	Move out of Digital TV Signature to be a Premium channel	491/498
Starz West	Move out of Digital TV Signature to be a Premium channel	482
Encore OnDemand	Will only be available with a Starz/Encore subscription	479
Starz OnDemand	Will only be available with a Starz/Encore subscription	494

Effective January 15, 2014 we will be adding new channels to our lineup that will provide customers with more choices for entertainment.

<u>Channel</u>	<u>Action</u>	<u>Channel Number/HD Channel</u>
WeTV	Add to Expanded Basic lineup	TBD
IFC	Add to Signature Cable lineup	TBD
Sundance Channel	Add to Signature Cable lineup	TBD

If you have any questions please don't hesitate to contact me at (614) 948-4650.

Sincerely,

Greg Argetsinger
Family Man, Sports Fan, Traveler
Vice President and General Manager, Ohio
WOW! Internet, Cable and Phone