

WOW! Wholesale Investing in Near-Net Fiber Strategy to Provide Broadband Access to More Commercial Buildings in 18 U.S. Markets

Augusta, Chicago, Cleveland, Detroit, Huntsville, Knoxville and St. Petersburg among Cities Included in New, Aggressive Effort to Serve More Wholesale and Retail Customers

ENGLEWOOD, CO – April 8, 2016 – [WOW! Wholesale](#), a division of WOW! Business, today announced it's investing in and aggressively pursuing a near-net fiber strategy to provide broadband access to more commercial buildings in 18 Midwest and Southeast markets, including Augusta, Chicago, Cleveland, Detroit, Huntsville, Knoxville, St. Petersburg and 11 other metropolitan areas.

Establishing fiber-based network points-of-presence in hundreds of commercial buildings near its own metro Ethernet networks enables WOW! Wholesale to expand the addressable market for its service provider customers, along with increasing new business opportunities through WOW! Business direct and indirect sales channels. In the process, the company expects to better leverage its local fiber assets by driving more broadband traffic onto its metro Ethernet networks.

“By lighting more buildings near our own local fiber networks and revamping our pricing structure to make it more attractive and disruptive for wholesale and retail customers, we expect to significantly expand our metro Ethernet access business,” said Jim Greene, Director, WOW! Wholesale. “As we establish fiber-based network points-of-presence in hundreds of commercial buildings in these 18 markets, high-speed dedicated Internet access, voice, data and cloud services will become available to the tenants located in those buildings.”

WOW! Wholesale has already begun to implement its near-net fiber strategy by extending its fiber network to a number of buildings near Wacker Drive in the downtown Chicago central business district and 17 other cities in the markets it serves in the Midwest and Southeast.

The complete list of cities being targeted in the company's near-net fiber strategy includes:

- Auburn, Alabama
- Augusta, Georgia
- Charleston, South Carolina
- Chicago, Illinois
- Cleveland, Ohio
- Columbus, Ohio
- Columbus, Georgia
- Detroit, Michigan
- Dothan, Alabama

- Evansville, Indiana
- Fort Gordon, Georgia
- Huntsville, Alabama
- Knoxville, Tennessee
- Lansing, Michigan
- Montgomery, Alabama
- Panama City, Florida
- St. Petersburg, Florida
- Valley, Alabama

WOW! Business provides IP-based network, data, voice and cloud services for small and medium-sized business (SMB), enterprise, government and wholesale customers. The company owns and operates more than 40,000 miles of local fiber-optic and coaxial networks in the Midwest, Mid-Atlantic and Southeast which, along with its data centers, provide customers with scalable, low-latency access to national carrier backbones.

For more information about WOW! Wholesale services please visit [WOW! Wholesale](#).

About WOW! Business

WOW! Business provides Internet, voice, data and cloud services to business and wholesale customers in 20 markets in Illinois, Michigan, Indiana, Ohio, Kansas, Maryland and the Southeast. WOW! Wholesale is a division of WOW! Business that is exclusively focused on carrier and wholesale services. The company is dedicated to delighting customers with friendly, quality service at affordable prices. WOW! is privately held and controlled by Avista Capital Partners and Crestview Partners. For more information, please visit [WOW! Business](#).

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