



## **WOW! Business Names Ken Worcester to Head New Channel Partner Program**

*Accomplished Sales Executive to Lead Cable Operator's Indirect  
Marketing and Sales Program*

**ENGLEWOOD, Colo.** – (June 5, 2014) – [WOW! Business](#), a communications and cloud service provider, today announced that Ken Worcester has been appointed vice president of channel sales. Worcester brings a successful track record of nearly 30 years to his new position at WOW! Business that includes building and managing direct and indirect sales channels and consistently exceeding annual sales goals.

At WOW! Business, Worcester is responsible for developing, managing and executing a strategic channel partner program that will attract and retain the best national and regional Master Agents serving the Midwest and Southeast United States.

“To continue to accelerate our growth it’s important for us to build and run a top-notch channel partner program,” said Brad Cheedle, senior vice president of WOW! Business. “Ken is an innovative thinker who has achieved outstanding results throughout his career. We’re confident he’s the right person to develop and lead a channel partner program that offers our partners an excellent opportunity to further distinguish themselves with the addition of our expanding portfolio of broadband data and voice services for businesses.”

Prior to joining WOW! Business, Worcester held a senior-level sales and management position at TW Telecom. That experience was preceded by a 10-year-plus tenure at Integra Telecom, where he held several increasingly responsible senior-level regional and national sales positions, including VP of Indirect Channel. Worcester began his sales career in 1985.

“WOW! Business is truly a different kind of communications service provider that strives every day to break the mold and stodginess sometimes associated with our industry,” Worcester stated. “I’m looking forward to ‘wowing’ our partners by developing a unique channel partner program that benefits WOW! Business, our sales partners, and customers.”

WOW! Business provides IP-based network, data, voice and cloud services for small and mid-sized business, enterprise, government and wholesale customers. The company owns and operates over 42,000 miles of local fiber-optic and coaxial networks in 19 U.S. markets, along

with data centers that provide customers with scalable, low-latency access to national carrier backbones.

To learn more about WOW! Business data, voice and cloud services for businesses please visit [www.WOWforBusiness.com](http://www.WOWforBusiness.com) or [www.wowway.com](http://www.wowway.com).

**About WOW!**

WOW! Internet, Cable and Phone is one of the nation's leading providers of Internet access, phone and cable TV serving the residential, business and wholesale carrier communities in Illinois, Michigan, Indiana, Ohio, Kansas, South Dakota and the Southeast. WOW!Business provides services exclusively to the commercial sector with voice, VoIP, Internet and Cloud services over its own network. The company is dedicated to delighting customers with friendly, quality service at affordable prices. WOW! is privately held and controlled by Avista Capital Partners. For more information, please visit [www.WOWforBusiness.com](http://www.WOWforBusiness.com) or [www.wowway.com](http://www.wowway.com).

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