



WOW! Business Signs Channel Sales Agreement with TBI

TBI First Master Distributor to Join New WOW! Business Partner Program

ENGLEWOOD, Colo. – (October 22, 2014) – [WOW! Business](#), a communications and cloud service provider, has signed a channel sales agreement with TBI, the nation’s leading third-party distributor of technology solutions. The agreement makes TBI the first third-party distributor to join the new WOW! Business Partner Alliance program and fortifies the regional communication service provider’s ability to meet growing demand from business customers in the Midwest, Mid-Atlantic and Southeast U.S.

“Forming this partnership with TBI is an important milestone as WOW! Business continues to aggressively build a strategic channel partner program that attracts knowledgeable third-party distributors with industry expertise in the markets we serve,” said Ken Worcester, vice president of channel sales and the indirect channel chief for WOW! Business. “A top third-party distributor for more than 20 years, TBI has earned a strong reputation for helping its channel partners solve their customers’ most complex technology, IT and connectivity challenges.”

TBI, its partners, subagents and VARs can now offer an expanding portfolio of WOW! Business services, including IP-based network, data, voice and cloud services for mid-sized business and enterprise customers. Chicago-based TBI has a nationwide network of more than 2,000 independent partners selling a range of IT, network and communications services to end-user business customers. TBI also has one of the largest partner support and quoting teams in the industry with carrier, engineering, and project management expertise to serve its partner community’s needs.

“We are excited about teaming with WOW! Business to combine TBI’s deep industry sales expertise and award-winning support with the WOW! Business product suite,” said Ken Mercer, vice president of TBI. “We look forward to presenting WOW! Business services to our channel partner community.”

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 more than 40,000 miles of local fiber-optic and coaxial networks in the Southeast, Mid-Atlantic and Midwest which, along with its data centers, provide customers with scalable, low-latency access to national carrier backbones.

To learn more about the WOW! Business Partner Alliance Program please contact Ken Worcester at (303) 600-1895 or kworcester@wideopenwest.com. For more information about WOW! Business SMB, enterprise and wholesale services visit [WOW! Business](#).

About WOW! Business

WOW! Business provides data, Internet, voice and cloud services to business and wholesale customers in Illinois, Michigan, Indiana, Ohio, Kansas, Maryland and the Southeast. 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 [WOW! Business](#).

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