



It's that kind of experience.

March 7, 2011

Scott Newman
ICCA Cable Comm Coordinator
City of Royal Oak
211 S. Williams
Royal Oak MI 48067

Dear Mr. Newman,

I am excited to announce plans to deliver more HD channels and prepare our system to launch new and exciting advanced services in the future. In order to introduce these new services, we must first free up bandwidth on our network by migrating our Basic Cable channels to digital.

In order to make the analog digital migration process simple for customers, it will occur in three separate phases over a three month period beginning May 17, 2011. Each phase will consist of three elements; (1) customer notification, (2) migration of a portion of our Basic Cable from analog to digital and (3) the launch of new HD channels to our HD service. Basic Cable channels with the highest ratings will be migrated last. WOW! customers will receive the initial notification beginning on March 14, 2011 in addition to announcements on the Weather Channel, our website, monthly bills and email and post card reminders. Letters are customized based on the level of service and copies of the notices are enclosed for your reference.

WOW! customers that currently have a digital converter connected to their television (standard digital converter, DVR, HD receiver, Cable Card or HD DVR) are not affected by this change. Any television set that is connected to WOW! without a digital converter must obtain a Digital Terminal Adapter or upgrade to Digital Cable Services to view WOW! Basic Cable once the migration is completed. A Digital Terminal Adapter offers optimum picture quality, is compact and easy to install on any television. WOW! will provide all existing customers and those installed before July, 2011, with two Digital Terminal Adapters at no charge until 2013. Additional Digital Terminal Adapters can be leased at \$1.99 per month. We will continue to offer Limited Basic Cable in the analog format and viewable on any television set. The Limited Basic Cable includes the local broadcast and P.E.G. channels.

We have created a set-by-step Digital Terminal Adapter self-installation kit that will make it simple and easy for customers. These kits can be ordered by completing a simple on-line request using our dedicated website www.wowdigitaladapters.com. The self-installation kits are provided to customers without any processing or installation charge and will be received in

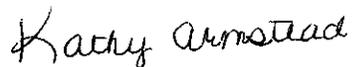
the mail within 7-10 business days. Customers without internet access can order these kits via our Customer Care Center. Customers can also elect to have WOW! install the DTA by scheduling an appointment and paying the standard \$39.99 truck roll fee.

In total, we plan to launch 48 new HD channels at no additional cost to HD customers. These HD channels include Lifetime, Comedy Central, MTV, ESPNU and more in the three phases. The enclosed letter is the first customer notification and provides a detailed explanation of the entire channel migration process.

In my letter dated December 23, 2010, I informed you WOW! planned to eliminate the use of analog converters in the spring. On April 13th, all analog converters will be permanently disabled, as they are no longer being supported by the manufacturer and our migration to digital. Customers have been notified of this change and the need for a Digital Terminal Adapter.

Feel free to contact me if you have any questions at 248-677-9069.

Regards,

A handwritten signature in cursive script that reads "Kathy Armstead".

Kathy Armstead
Government and Customer Relations Manager



It's that kind of experience.

March 7, 2011

Mary Smith
123 Main Street
Royal Oak, MI 48073

*****CRITICAL INFORMATION CONCERNING OUR UPCOMING DIGITAL CONVERSION.*****

Dear Mary Smith,

We're excited to announce our plans for more HD channels, more OnDemand programs, new networks and higher speed Internet connections in the future. These improvements come as a direct result of requests made from customers.

In order to introduce these new services, we need to upgrade our network. As part of the network upgrade, there will be some changes to the way you receive your WOW! Cable. Upon completion, the WOW! Cable line-up you receive today will be delivered in an all-digital format. To continue watching WOW! Cable channels, you must connect a Digital Adapter to each television you use to view WOW! Cable. **WOW! will provide you with two Digital Adapters at no charge until 2013. Additional Digital Adapters are available for \$1.99 each per month.**

The transition of our line-up to a digital format will occur in three phases beginning May 17, 2011. In each phase, a series of WOW! Cable channels will be converted to a digital signal. If you have a Digital Adapter connected to your television prior to these channels converting, you should not experience any disruption of service. If you do not have a Digital Adapter connected to your television, then you will not be able to view any networks that are delivered in the new digital format. At the conclusion of the conversion, any television still connected directly to the cable outlet on your wall will continue to receive our Limited Basic Cable line-up, which includes all of your local broadcast stations.

In addition, we will launch 48 new HD channels over the course of this transition. These include HD channels from networks such as Lifetime, Comedy Central, MTV, Spike, ESPNU and more. If you are interested in HDTV, please call us at 1-800-768-9760 to find out how to receive our HD services.

Our Digital Adapters are easy to order and simple to install. **Just go to www.wowdigitaladapter.com and use your Account Number XXXXXXXXXXXX to log in and place an order. We recommend you place your order today or by May 3, 2011 at the latest, as the Digital Adapters take 7-10 business days for delivery.** Once you receive your Digital Adapter self-installation kit, you can connect and activate them immediately without impacting your current WOW! Cable service.

Continued on reverse

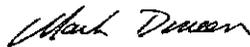
Michigan Channel Line-Up Conversion Schedule

CHANNEL - converting to all-digital								
Tuesday, May 17, 2011								
PHASE 1	MSNBC	52	Bravo	59	Disney XD	65	MTV2	81
	Hallmark Channel	53	Golf Channel	60	TV Land	66	tru TV	82
	C-SPAN	54	Fox News Channel	61	Animal Planet	67	Big Ten Network	87
	Travel Channel	56	The Weather Channel	62	OWN	68	Nicktoons ⁺	88
	SPIKE TV	57	ShopNBC	63	National Geographic	69		
	BET	58	FX	64	SPEED	70		
CHANNEL - converting to all-digital								
Tuesday, June 7, 2011								
PHASE 2	ESPN2	34	HGTV	40	EWTN	44	Discovery Channel	48
	AMC	36	Turner Classic Movies	41	SyFy	45	CNBC	49
	TLC	37	Food Network	42	A&E	46	CNN	50
	ABC Family	38	CMT	43	History	47	Headline News	51
CHANNEL - converting to all-digital								
Tuesday, June 28, 2011								
PHASE 3	QVC	12	Cartoon Network	25	Comedy Central	29	ESPN	33
	USA	13	Disney Channel	26	VH1	30		
	TNT	23	Lifetime	27	MTV	31		
	Nickelodeon	24	E!	28	FSN - Detroit	32		

⁺Currently viewed on channel 83 after May 17, 2011 and with a Digital Adapter, Nicktoons will be located on channel 88

We hope to make this digital transition as easy and simple for you as we can, so don't delay! Go online to order your Digital Adapters now so that you'll be prepared well in advance of May 17, 2011. If you prefer to speak with a representative to order your Digital Adapters or schedule a professional installation, just call us at 1-800-768-9760 and we'll be happy to help. A \$39.99 technician installation fee may apply if you call to request professional installation. Thank you for your cooperation.

Sincerely,



Mark Dineen
Senior Vice President and General Manager
WOW! Internet, Cable and Phone

Digital Adapters at no charge offer is limited to two Digital Adapters per account and is available to current customers ordering adapters prior to July 1, 2011. Two Digital Adapters at no charge until January 1, 2013. \$1.99 charge for additional Digital Adapters effective July 1, 2011. HD Network additions are subject to change. HDTV and HD receiver are required to receive HD programming. Offers and services subject to change without notice. Please see WOW!'s complete terms and conditions or call WOW! for further information regarding services and offers.
© 2011 WideOpenWest Finance, LLC. MIANAPH3