

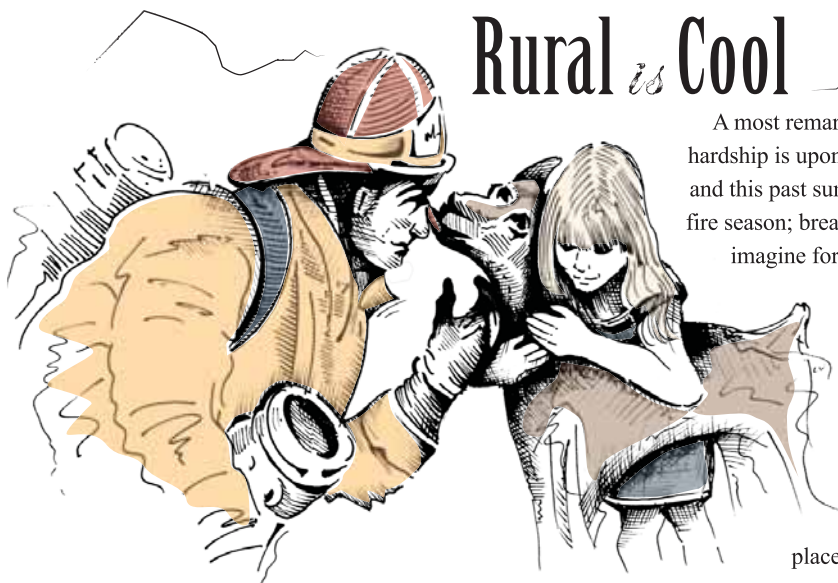


Edition No.5, October 2013

I heard it through the grapevine!



Rural is Cool



A most remarkable aspect of rural life is the generosity of people when hardship is upon us. Fire is what many fear most in this piece of paradise, and this past summer we've all had to endure the hardships of living with fire season; breathing smoke and ash for months. It was too frightening to imagine for the people who fled from their homes with their pets and their most prized possessions. Courageous volunteer firefighters, hot shots and neighbors lent a helping hand to people, rescued animals and bravely protected homes from raging flames. In rural America we have a real sense of community. We know each other, we work together and we look out for each other. Our local volunteers are abundant and compassionate helpers. Some people say, "Why would you want live in such a place?" Because people take care of people, and that's cool! ♦

The Perfect Internet Experience ~ MYTH or REALITY?

The majority of people today are using the Internet for nearly every aspect of their lives. At Ponderosa our goal is for you to be perfectly connected. But what does that mean? Is it realistic to expect 100% network perfection? Maybe; we take pride in providing you with reliable high-speed Internet connections and work hard to ensure the service is there when you want it. However, there is another element that is part of this equation: your home network and the devices you use to connect to the Internet. We understand that you appreciate the ease and convenience of connecting with all your Internet-enabled devices. The challenge presents itself when there is a technical glitch. In this issue, we will address some of the common myths and realities of Internet access.

MYTH 1

When I can't access the Internet your network is down

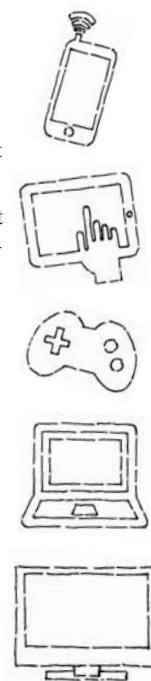
REALITY

Rarely

Ponderosa strives to deliver network services like high-speed Internet flawlessly 100% of the time. On occasion, we do experience network issues, mostly isolated to an equipment component; but the reality is that technology is not perfect. That includes our technology, your technology and third party website technology. Technology stuff happens. And when it does, we want to get you back online as quickly as possible. However, it can take some time to evaluate our network and work with you to evaluate your network. We're not able to fix third party web sites.

Our goal is to keep your online life thriving. While no network can guarantee perfection 100% of the time, we come close. Our network uptime is close to 99.999% of the hours we operate which is 24 hours a day, 365 days a year. So if you suspect you are having trouble with your Internet service we ask that you call our technical support. Our service commitment is to work with you to get your services restored quickly and efficiently.

Continued inside...



MYTH 2

*Rural Internet networks
are antiquated and slow*

REALITY

That may depend on your location

Ponderosa takes great pride in serving the rugged and rural areas of the foothills and mountains with high-speed Internet access to nearly every subscriber on our network. What you might not know is that we are not at liberty to place cables or equipment anywhere we please. In most cases we are aware of areas that could use improvement and are making efforts to secure permits and rights-of-way along with a significant investment to bring higher-speed Internet to our customers. We think it is important, and you tell us high-speed Internet access is important.

We deploy modern digital technology...

All of our equipment is DSL capable and nearly all of the addresses we serve can have some form of high-speed Internet access. The people employed at Ponderosa are among the most talented and knowledgeable certified technicians in the industry. We can assure you that our team is working hard to increase the capacity of our network in an effort to bring you faster Internet speeds.

The proliferation of online services has created a challenge for both wired and wireless network operators

Use of online applications and services rise exponentially each year and we are constantly in a race to catch up with increasing customer use of bandwidth. Our challenges as a service operator are no different from any other network operator in these issues.

Our BEST Long Distance Plan

Get 60 free long distance minutes plus \$5 off your Ponderosa Long Distance bill each month.

• Call us to find out how you can qualify! •

"All I want is a log cabin in the middle of nowhere. With Wi-Fi."



MYTH 3

You should know when I can't access the Internet, and just fix it

REALITY

You need to call us to report the trouble and open a repair ticket right away

All too often, a customer will call our tech support or repair center in frustration claiming that their service has been down for days; and that is the very first contact they initiated with us about a problem. That frustration can be avoided; possibly eliminated, if you just call us right away when you notice trouble. Don't wait until you've lost your cool along with your service – place that call right away. ♦

WIRELESS VS. BROADBAND

Did you know that wireless data plans charge by metered data use, and Ponderosa Broadband gives you unlimited data use?



We all start to think about winterizing our properties as the first chill of fall comes upon us. You may also want to consider how winter will affect the increase in use of your Internet access and whether you have enough bandwidth for the increased indoor activities. Do members of your household spend more hours watching TV and using Internet access devices for entertainment in the winter? The following information can help you make more informed choices for your winter lifestyle:

Choose your Internet service by peak use times for the best Internet experience

What is peak use? Most households have peak use times online and this timeframe determines how happy you are with your Internet experience. We compare it to rush hour traffic. Your Internet service cruises along just fine, until your entire household is at home and using your home wireless broadband connection all at the same time. If the following symptoms occur during peak use times, your household may have reached the limits of the bandwidth you have purchased from Ponderosa:

Connection Drops, Slow Response, Screen Freezes Poor Quality Audio, Video Buffering

Is it time to purchase a faster service? If your activities include the top two activities, Ponderosa recommends Broadband Pro Internet (12.0 Mbps) for the best experience. Call us and we can help you evaluate your peak use activities. Try a faster speed! If you don't see an improvement you can always go back to the lower speed. There is no installation charge to change services, however a faster speed will result in a higher monthly charge.◆



How much data do typical online activities generate?

☀ 1 minute of high-definition streaming video	5 MB
☀ 1 minute high-definition video gaming	5 MB
☀ 1 minute of standard-definition streaming video	2 MB
☀ 1 minute of streaming music	500 KB
☀ 1 minute social media post with photo	500 KB
☀ 1 email with standard attachment	300 KB
☀ 1 email no attachment	35 KB
☀ 1 hour surfing the web (1 browser window)	15 KB

DATA LEGEND

1024 KB (kilobit) = 1MB (megabit), 1024 MB = 1 GB (gigabit)

Still squirreling away paper statements?

Did you know that you can access your statements and payment history online anytime? Try our electronic statement—We'll send you an e-mail notification when your monthly statement is ready to view online.

It's secure, fast, convenient and FREE.



WHEN YOU CAN'T RECEIVE A CALL

When you can't receive a call from a party outside the Ponderosa network, you are not alone. The Federal Communications Commission has identified a problem that too often occurs between long-haul long distance carriers who are transporting calls destined to rural communities throughout America. Due to a widely-adopted method of implementing "least cost routing" between carriers, the call can get caught in an endless loop, or be sent through a much longer route than necessary; when this happens you may never receive the call, or experience degraded quality once the call connects.

IF YOU SUSPECT THIS IS HAPPENING TO YOU

— 1 —

Call Ponderosa first – we will launch a thorough investigation and verify our network is fully operational and your service is fully functional.

— 2 —

If the calls are reaching our network but not reaching you – we will promptly address whatever issue is preventing the call from completing.

— 3 —

If the calls are not reaching our network, we cannot fix it – but we are willing to help.

— 4 —

For further information about this problem and how we can assist you, please visit our support page online at

www.goponderosa.com/support.html. ♦



P.O. Box 21
O'Neals, CA 93645

ADDRESS SERVICE REQUESTED

www.goponderosa.com 559.868.6000

© Ponderosa 2013. All Rights Reserved. CA

