



Rural America's Most Important Network

FOR IMMEDIATE RELEASE

Reedsburg Utility Commission launches RFD-TV

Channel 74

REEDSBURG, Wisc./NASHVILLE, Tenn. (May 20, 2009) – Reedsburg Utility Commission (RUC) and RFD-TV, LLC announced today that RFD-TV—Rural America’s Most Important Network—is now available to subscribers on the extended basic package channel 74.

RFD-TV is a cable channel that serves the general interests and needs of rural America with a variety of well-balanced, high-quality, original, and family oriented programs that cover the rural way of life including Agriculture, Equine, Rural Lifestyle and Music & Entertainment.

“We are very excited to be able to offer family-friendly programming of RFD-TV to Reedsburg Utility Commission subscribers. Our commitment to bringing the best in music & entertainment, rural lifestyles, agricultural & equine programming is only matched by the commitment of the Reedsburg Utility Commission in their desire to bring the best available programming to their customers”, said John Scaro, Director of Affiliate Sales & Marketing, Midwest.

“The majority of the community has requested to receive RFD-TV, and the Utility wants to give customers the best service possible. This is the communities’ cable system and allowing them to vote on what channels they want proves that this is their network, you won’t find that with our competition,” said David Mikonowicz, General Manager for RUC.

About RFD-TV, LLC

RFD-TV, LLC - Launched in December 2000, RFD-TV is the nation’s first 24-hour-a-day, 7-day-a-week television network dedicated to serving the needs and interests of rural America. Programming includes a wide-variety of shows focused on agriculture, equine, rural lifestyle, and traditional music offerings, which are uplinked via satellite from NorthStar Studios in Nashville, Tennessee. Currently, RFD-TV is distributed in over 40 million homes on DIRECTV, DISH Network, Mediacom, Charter, Suddenlink, Bresnan, Comcast, Verizon FiOS TV, and NRTC cable systems located in all 50 states. RFD-TV The Magazine, the channel’s companion publication currently has over 155,000 subscribers. RFD-TV The Theatre opened in March/2007 in Branson, MO. www.rfdtv.com

About Reedsburg Utility Commission (RUC)

Reedsburg Utility Commission (RUC) is a publically owned municipality providing service since 1894. RUC owns and operates a Fiber to the Home (FTTH) network, and provides premier telecommunications service to the City of Reedsburg consisting of telephone, High Speed Internet and cable TV services. Reedsburg Utility Commission deployed FTTH in 2003. For more information on Reedsburg Utility Commission go to www.ReedsburgUtility.com .

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