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**May 2004**

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*Cooperative Proves Bigger Isn't Always Better*

## **NEW CLEC ROLLOUT CAMPAIGN WINS TWO INDUSTRY AWARDS**

Competing against the largest telcos in the country, North Central Communications in Lafayette, TN, was recognized with two national marketing awards for its successful rollout campaign in Scottsville, Kentucky, last year.

PBI Media Telecom Group's Telecom Marketing Awards competition honored NCC and its marketing/communications resource group, Chaz Taylor Inc. of Nashville. A blue-chip panel of judges from industry and PBI Media's editorial staff of telecom editors and analysts, said they were impressed with the NCC campaign. The new service rollout of its triple play (voice, video and data) CLEC offering to a small city in Kentucky went head to head with a major incumbent carrier.

"Up front research and savvy brand marketing led to nearly 4,000 new voice, video and data customers in the rollout year of 2003, far surpassing the goals set for the campaign," PBI judges said of what impressed them most.

The awards won were:

### **New Product Roll-Out**

- (Tie) Winner - Chaz Taylor Inc. for North Central Communications CLEC Roll-Out
- (Tie) Winner – Weber Shandwick Worldwide for "Sprint Unveils Intelligent Universal Application Messaging for Enterprise Customers"
- Honorable Mention – Burson-Marsteller for "Intel Unwires Life: Intel Launches Centrino Mobile Technology"
- Honorable Mention – BellSouth Consumer Long Distance Introduction

### **New Service Roll-Out**

- Winner – Chaz Taylor Inc. for North Central Communications CLEC Roll-Out
- Honorable Mention – Verizon for the Launch of Verizon's Next Generation of Broadband Services
- Honorable Mention - Burson-Marsteller for "Intel Unwires Life: Intel Launches Centrino Mobile Technology"

“Receiving this kind of industry and national recognition demonstrates that local, rural networks have a message that reaches its customers and is competitive with any other service provider,” said Tom Rowland, president and CEO of North Central Communications. “We were very pleased with the final result of the roll-out, and are committed to continuing our effort to be competitive with any other service that is out there. I think the success we experienced shows that there is most definitely a market for local network service.”

Charlene Taylor, president and creative director for CTI, said the strategy of the new triple play rollout was to inform this new customer base that the local network is as strong as any major carrier in the country.

“We wanted to invite a new set of customers to NCC by showing them that they can literally get it all right here at home,” she said. “To accomplish that, we developed a campaign that spoke to the hometown atmosphere that is prevalent in small town America and combined it with the technology that is available to them. That realization that customers in Scottsville, Kentucky, can get advanced technology from a local provider with local help and a local office, was irresistible.”

The Telecom Marketing Awards are presented by Potomac, Md.-based PBI Media LLC, also publisher of newsletters and magazines including *Via Satellite*, *Satellite News*, *PR NEWS*, media industry newsletter, *CableFax Daily*, *Air Safety Week*, *Communications Technology* and *Film & Video*. The Telecom Group includes newsletters, web sites, Webinar and award programs, and special reports.