



PRESS ROOM – FOR IMMEDIATE RELEASE

SubscriberWise(R) Teams with Best of Breed BendBroadband

Massillon, OH, July 14, 2008 - SubscriberWise, Ltd., the leader in analytics-driven subscriber risk management, today proudly announced a partnership with BendBroadband to deliver powerful rules and decision analytics as the Oregon based operator marches towards all-digital television by the end of December 2008.

“We enthusiastically welcome BendBroadband among a growing list of operators across the nation seeking state-of-the-art solutions through an objective and customizable approach and against a background of tough economic times,” said David Howe, President of SubscriberWise. “We evolved SubscriberWise through a partnership with Massillon Cable TV over a period of many years because we want to deliver the best risk management solutions for operators while also acting in the best interest of our subscribers”. “The evolution continues with BendBroadband”.

“SubscriberWise has given us the ability to confidently implement a system of identity verification and appropriate security deposits while still pursuing aggressive marketing tactics in our increasingly competitive market,” explained Bob Gessner, President of Massillon Cable TV. “The instant decision provided by SubscriberWise treats every prospective customer equally and fairly. That’s very important. Our significant investment in expensive equipment is protected by deposits when appropriate. Our collection and recovery efforts benefit from accurate customer information. Plus, our marketing efforts are further enhanced by instantly recognizing the very best prospects. I can’t imagine operating without it.”

“Times have changed dramatically for the cable industry,” explained John Farwell, VP Business Operations of BendBroadband. “We’ve gone from a single service to the triple play and from little to no equipment to putting several hundred dollars to a thousand dollars of equipment in customer’s homes with DVR and HD set tops and MTAs. With our move to all digital we are facing a dramatic increase in risk of bad debt and unreturned equipment losses. The alternatives are to accept this as an added cost of business, or to take proactive steps to prevent the loss via qualifying subscribers and requiring deposits where it makes sense. We’re delighted to partner with SubscriberWise and implement a tool that we believe will be both efficient and cost effective at minimizing bad debt.”

SubscriberWise(R) also announced in May that it has been selected by GLDS to fully integrate decision analytics within the company’s WinCable(R) subscriber management and billing software.

About SubscriberWise, Ltd. (www.subscriberwise.com)

Based in Massillon, Ohio, SubscriberWise(R) is the leader in risk management solutions for the cable industry. SubscriberWise(R) Risk Management Solutions incorporate TransUnion's(R) robust consumer credit data with the highly predictive power of FICO(R) scoring and analytics; combined with years of cable industry data, these solutions help operators make cost-effective decisions before approving a customer's service and installing costly equipment.

About BendBroadband (www.bendbroadband.com)

BendBroadband is a privately-owned, Oregon-based company serving Central Oregon since 1955. BendBroadband provides a full range of services including HD television, Video on Demand, digital video recorders, 100% digital cable (all channels digitized for digital cable customers), high-speed Internet, residential and business telephone services and an extensive fiber infrastructure. BendBroadband also delivers a variety of local sports and civic programming created and produced by COTV (channel 11 on BendBroadband's channel lineup and available on free local Video on Demand).

Contacts

SubscriberWise, Ltd
David E. Howe, President, 330-880-4848
dehowe@subscriberwise.com

Massillon Cable TV, Inc.
Robert Gessner, President, 330-833-5509
rbgessner@massilloncabletv.com

BendBroadband
John Farwell, VP Business Operations, 541-312-6609
jfarwell@bendbroadband.com

###

(C) 2008 SubscriberWise, Ltd. All rights reserved.