



Bloomfield Township

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January 7, 2013

Kathy Armstead
Government and Customer Relations Manager
Wide Open West
32650 N. Avis
Madison Heights MI 48071

Dear Ms. Armstead:

I am writing to ask that you and other Wide Open West (WOW) executives consider providing cable services in Bloomfield Township. I know that WOW is very deliberate in planning for expansion, and I want to make sure that this community is seriously considered.

Bloomfield Township is a potentially lucrative market for a good cable competitor. We have more than 16,000 households with an average income among the highest in the state. The two current providers, Comcast and AT&T, enjoy an exceptionally high penetration rate and customers who subscribe to a full array of products and services. Many residents call Township offices asking us to urge WOW to compete here.

I have followed with interest the response you have received in recent rollouts in neighboring communities, especially Birmingham and Beverly Hills. It appears that residents there are pleased to have the opportunity to select WOW as their cable provider.

Corporate actions that will spark more competition among cable and video providers are especially welcome in the environment of rising prices in spite of generally low customer service ratings in the telecommunications industry. Studies have shown that where WOW competes with the incumbent provider, customer satisfaction is generally higher than in neighboring communities without this competition.

We would welcome WOW and support your franchise in every appropriate way. Please contact me and let me know if we can expect to do business with you in the near future.

Yours truly,

Leo Savoie
Supervisor