



# Bloomfield Township

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Dave Payne, Supervisor • Janet Roncelli, Clerk • Dan Devine, Treasurer  
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May 6, 2010

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

Dear Ms. Kiste:

We recently learned that the Village of Beverly Hills approved a Uniform State Video Franchise for Wide Open West (WOW). Congratulations! Corporate actions that will spark more competition among cable and video providers are especially welcome in this environment of rising prices throughout the industry and customer satisfaction levels that some independent studies have shown to be lower than those of other industries.

Wide Open West is highly respected in the communities it serves. In fact, studies have shown that where WOW competes with the incumbent provider, customer satisfaction is generally higher than in neighboring communities without this competition.

I am writing to ask that you and other WOW executives consider providing cable services in Bloomfield Township. Bloomfield Township has more than 16,000 households and is a potentially lucrative market for a good cable competitor. Our average household income is 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.

You are probably aware that the signal for Beverly Hills' two PEG channels are sent from the cable studio on the Bloomfield Township campus. We will be happy to cooperate with you as you make the network connections to carry their channels from our facility to your new subscribers.

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,

Dave Payne  
Supervisor