

Cable Rates will Increase March 1, 2012

Dear West River Cable Television Customer:

West River Cable Television (WRCATV) has now completed negotiating the retransmission fees for our ABC, CBS, NBC and FOX stations. Retransmission is the process WRCATV has to go through to receive the network's signal and then rebroadcast this signal to you – our customer. The Federal Communications Commission (FCC) rules state that every three years large broadcast stations can negotiate with cable companies for retransmitting their programming. These broadcasters have immense leverage in the negotiation process, with the right to grant or deny WRCATV the use of their signals.

Regrettably, due to the hefty increases in retransmission consent fees and programming costs, we must raise our cable television rates. Each of our regional television stations retransmission fees have increased by \$0.50 to \$1.30 per subscriber per month. In order to provide these networks and maintain your quality of service, we must increase the cable television rates to cover these retransmission fees and programming costs. Effective March 1, 2012, your current monthly cable television rate will increase by \$5.00/mo. for the Basic cable television package. If you currently have Basic cable in a bundled package such as the VP ActPak or VIP ActPak, your monthly fee will also increase by \$5.00. Although the bundled packages will be increasing, you still save over \$15 by bundling your services. If you have not bundled your services and are interested in doing so, please contact our office or visit us online at www.wrctc.coop.

If you have any questions regarding this rate increase, please contact our office at 605-244-5236 or 888-411-5651.