

December 31, 2011

Dear Friends,

We thought this happened only in large metropolitan areas, but a term most Americans never heard of -- Retransmission Consent -- is threatening your ability to watch the programs you want from the channels you've watched for a lifetime. In 2006 broadcasters pocketed \$216 million in retransmission fees. This year the number skyrocketed to an estimated \$1.3 billion according to Phillip Napoli of Fordham University's Graduate School of Business. Television stations operate in locations known as a Designated Marketing Areas (DMAs). This is the area granted them to provide programming. TV stations typically are not allowed on cable systems outside their home DMA area. This market allocation system allows TV stations to monopolize the distribution of programming in their local territories.

Television stations and multichannel video programming distributors (cable and satellite TV providers) are governed by the Federal Communications Commission (FCC), which has established rules and guidelines for the rebroadcast of television station signals. The price charged is left to be negotiated between the TV Stations and Cable and Satellite providers involved. The FCC requires broadcasters and cable operators to negotiate in good faith.

Troy Cablevision, Inc. (Troy Cable) has been in sincere negotiations for over a month trying to hammer out an agreement with the TV stations in our service area. In most cases, an agreement has been reached with certain changes. Because of DMA restrictions and proposed charges, please note the following changes:

- We are no longer able to carry the CBS Station (WTVY) and NBC Station (WLTZ) in Pike and Crenshaw Counties,
- We are no longer able to carry the ABC Station (WNCF) and CBS Station (WAKA) in Dale and Coffee Counties,
- We are no longer able to carry the NBC Station (WJHG) in Daleville.

We don't wish to upset any of your viewing, especially at this time of year. However, the price being demanded is beyond what Troy Cable feels is fair. This charge for service is a direct cost to you our subscribers and we don't believe the price to be fair to you or Troy Cable. This directly affects your rates; we have negotiated in good faith with all TV stations to keep these rates as low as possible.

We need your help: Please call or contact your members of Congress in Washington, D.C., immediately. Let them know that Retransmission Consent rules are unfair to consumers and cable providers and the rules need to be changed immediately.

We are providing a link to the American Television Alliance website for your convenience. Please go to the website and voice your complaint to the FCC and Congress: <http://www.americantelevisionalliance.org/>. Only by bringing this pressure to bear on these TV stations can there be a resolution to this ongoing problem.

Thank you for being a member of Troy Cable and your help will be sincerely appreciated.

Troy Cable Management