RURAL MEDIA GROUP

RURAL MEDIA GROUP INC.
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November 30, 2012

RE: KNOLOGY/WOW! DROPPING RFD-TV FROM THEIR CHANNEL LINEUP

RFD-TV is an independently owned rural lifestyle network serving the 50+ demographic with programming regarding agriculture, horses, music & entertainment and the general rural lifestyle. We have great all-time favorites such as Hee Haw and the Porter Wagoner Show as well as new programming that still maintains that family-friendly rural lifestyle appeal such as The Marty Stuart Show and new episodes of Crook & Chase. No other network offers the same family-friendly, rural lifestyle based programming.

RFD-TV has been carried in the Rapid City, SD area for quite some time. However, now that WOW! owns Knology, they have decided to start cutting networks and one of their first cuts is RFD-TV. They have notified us that they will be dropping RFD-TV on November 30th.

We feel this move shows WOW! does not understand the communities their new purchased systems serve as our programming is highly valued by many citizens in the Rapid City, SD area. Rapid City and the surrounding areas were built from an agricultural society/industry and those roots are deep. Not only is there is not another network that specifically serves the 50+ demo in your community, but there's not another network that is 100% family-friendly serving the rural lifestyle market. Because of this we feel our network is of great value to the citizens of Rapid City.

Our goal is to show Knology/WOW! that we have the support from the people who know the communities the best and to encourage them to reverse their decision to take away a network so many are currently enjoying.

To voice your concerns please contact:
Steven Cochran, President of WOW!
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Send letters to:
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Thank you.

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