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GVTC REACHES SECURITY MONITORING MILESTONE

SMITHSON VALLEY, August 1, 2012 — GVTC is now in exclusive company for security monitoring providers. The Smithson Valley based communications provider now has more than 5,000 security monitoring customers. According to San Antonio based United Central Control (UCC), GVTC's security monitoring partner, there are more than 25,000 alarm companies in the United States and only one percent get to 5,000 accounts.

“We really admire what GVTC has done to promote and grow its security monitoring product,” Mark Matlock, UCC senior vice president, said. “With 40,000 customers and expansion into Blanco and Gonzales, this company still has substantial opportunity for continued growth.”

GVTC first entered the security monitoring business in the late 1980's. The company handled its own monitoring and struggled to turn a profit. In 2004, GVTC developed a new strategy to revamp its security monitoring product and placed a six month time line to make the operation profitable or sell it off. A fresh marketing plan and decision to outsource the monitoring to UCC turned the operation around. Seven years later, GVTC has doubled its security monitoring customers, representing a 13 percent growth per year. Net income flipped from a \$200,000 per year deficit back in 2007 to a projected half-million dollars in net income for 2012.

“With a solid strategy to drive sales, we've done some special work to reach this 5,000 customer plateau,” CEO Ritchie Sorrells said. “UCC is an integral part of our success and we look forward to extending this partnership as we grow our company going forward.”

About GVTC:

GVTC is a full-service communications provider offering high-speed Internet, digital cable TV, phone and home security monitoring across 2,000 square miles of South Central Texas. GVTC was the first company in the region to deploy fiber-to-the-home technology and through its next-

generation fiber network has the fastest Internet speeds in its service area. The company was named Business of the Year by the Boerne and Canyon Lake Chambers of Commerce, selected the past four years as a *Broadband Communities* magazine Top 100 broadband provider, recognized by the *San Antonio Express-News* and *San Antonio Business Journal* as an exemplary employer, given the Fiber-to-the-Home Council's Chairman's Award, received a NTCA TeleChoice Award and twice named winner of the Broadband Multimedia Marketing Association's Marketing Excellence Award.

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