

For Immediate Release



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GVTC GigaRegion® marketing campaign earns award from international organization

SMITHSON VALLEY, March 27, 2015 — GVTC is once again a winner of the coveted Best in Class Marketing Award, presented by the Broadband Multimedia Marketing Association (BMMA). The announcement was made at BMMA's recent Annual Meeting in Jacksonville, FL.

The Best in Class Award is given to teams and companies that demonstrate innovation or excellence in marketing broadband services. BMMA is dedicated to helping telcos advance the adoption and use of broadband services and includes industry members from the United States and Canada.

GVTC won for its GigaRegion® Partnership Launch Campaign, which kicked off in June 2014. The judges were impressed with the comprehensive marketing program, which includes advertising and communications elements to promote the business and lifestyle benefits of the GVTC GigaRegion®. The unique public-private partnership among GVTC and the cities of Boerne, Bulverde and Gonzales was formed to promote state-of-the-art fiber communication services and 1 Gbps speeds available in their communities to retain businesses and compete with larger cities for new jobs.

The campaign also included a workshop for representatives from each partner city. They learned more detail on the GigaRegion® marketing strategy and given direction on how to market the GigaRegion® for their own economic development needs.

This is GVTC's third Best in Class Marketing Award presented by BMMA.

About GVTC:

GVTC is a full-service communications provider offering high-speed Internet, digital cable TV, phone and interactive home security monitoring to residential and business customers. GVTC is the first to deliver 1 Gbps Internet speeds to more than 40,000 customers in areas of far north San Antonio, the Texas Hill Country and South Central Texas. In June 2014, the company formed the GVTC GigaRegion® with the cities of Boerne, Bulverde and Gonzales. Through this unique partnership, GVTC and the GigaRegion® cities will proactively market gigabit availability, along with the attributes of each city, to generate economic development for the area.

GVTC has received numerous awards for business excellence. Among the honors is being selected a *Broadband Communities Magazine*, Top 100 Broadband Provider, seven consecutive years. The company was also selected as the winner of the 2014 Broadband Vision Awards as a service provider. The *San Antonio Express-News* and *San Antonio Business Journal* have also recognized GVTC as an exemplary employer, on multiple occasions. The company's charitable arm, The GVTC Foundation, has donated more than \$1.5 million dollars to worthy causes, since its establishment in 2006. Learn more at GVTC.com