

January 2008



PEMBROKE TELEPHONE
COMPANY

Volume 8 Issue 1

Monthly Newsletter For Customers & Employees

Leaping into 2008



It only happens once every four years - Leap Year. For those born on February 29, 2008, they will celebrate only 24 birthdays if they live to be 100. For the rest of us, a Leap Year means an extra day to get the things done we need to, and another day to enjoy things we want to enjoy. For us at Pembroke Telephone, it means we have one more day to get all the

things we have planned for our subscribers ready! 2007 was a monumental year for Pembroke Telephone. We restructured many of our services to better meet the needs of our subscribers. These changes included further enhancing our cost-saving bundles, adding long distance calling plans that include hundreds of free minutes and introducing PACCESS, our state-of-the-art broadband Internet access product.

Our technology was greatly enhanced during 2007 to make sure our subscribers continue to receive the most advanced services available. We introduced the Amino 110 set top box for our PAC TV subscribers, eliminating many of the technical challenges previously experienced by some subscribers. We also introduced our DVR service that enables subscribers to pause live television and to record one program while watching another. We commenced rebuilding much of the technology that delivers broadband signals to our subscribers, using among other things a new Infinitec platform. This rebuild and conversion, which began in 2007 and will be completed by March 2008, enables Pembroke Telephone to provide more than ten times the previous bandwidth capabilities. What does that mean? It means, among other things, many of our customers can access the Internet at speeds up to 10 Mbps, more than 25 percent faster than what the competition can even begin to offer. Our efforts in 2007 ensured the finest services for our subscribers, always.

In 2008, our efforts to improve the services our subscribers receive will continue. Among our plans are continued betterment of our Internet-related products and refining our products to make sure the needs of our subscribers are constantly being met. In the summer of 2008, we will make some technical enhancements that will change the very way you receive some services, enabling subscriber services that were not even imagined a few years ago. We very much look forward to continue providing our subscribers with the best communications services possible.

Dates & Details

New Year's Day

Pembroke Telephone offices will be closed on New Year's Day, January 1, 2008.

Employee Birthdays

Tegan Simmons 1/1
Porschia Moody 1/5
Sy Raulerson 1/10
Beverly Pirkle 1/13

Contact Us!

Pembroke Telephone
Company, Inc.
185 E Bacon St.
PO Box 10
Pembroke, GA 31321

www.pemtelco.com

Business Office

Monday-Friday
8:30 am- 4:30 pm

Drive-thru Window

Monday-Friday
8:30 am- 5:30 pm

Closed Weekends
(912) 653-4389

Technical Support

Monday-Saturday
7:00 am - 10:00 pm
Sundays
8:00 am - 10:00 pm
(912) 653-4000

Chinese New Year
begins February 7th
- welcome the
Year of the Rat!

The following is the first installment reprinting the most recent study issued by the American Customer Satisfaction Index:

After a minor gain in 2006, the first ever for the industry, satisfaction among subscribers to cable and satellite TV service drops 2% to 62, the lowest level of customer satisfaction among all industries covered by ACSI. None of the providers has improved on customer satisfaction this year. Comcast (down 7% to 56), DirecTV (down 6% to 67) and Time Warner Cable (down 5% to 58) tumble. High system loads causing problems with reliability and pricing were major culprits. Both Comcast and Time Warner have acquired many new subscribers in their deal to divide up troubled cable provider Adelphia Communications - integrating these acquisitions often leads to short-term problems with customer satisfaction. *-Continued next month.*

A copy of this article can be obtained by visiting www.theacsi.org or from Pembroke Telephone.

Bundled Services Renewal

On February 1, all subscribers who still have one of our expired services bundles will no longer receive the service discounts associated with those bundles. Instead, regular rates for telephone, Internet access, television and calling features will apply. The difference between bundled and non-bundled service rates can be significant. Only those persons with the following bundles will be affected: **Basic Standard, Pro, Premium, Family, Family Pro, Family Premium or Total Bundle**. No other bundles will be affected. If you are not sure which bundle you have, please look at the top of page two of your phone bill. Your bundle name is listed there. If you have an expired bundle, contact Pembroke Telephone Customer Service at 653-4389 as soon as possible. If you have not already bundled your services, you should do so today! Bundling may save you hundreds of dollars each year on your communications services!

PACCESS

**The Internet like
you've never seen it before.**

**Speeds up to 10Mbps.
Starting at \$39.99 a month.
No installation charges.***

*Terms and conditions of service apply and certain PACCESS services may not be available to all subscribers within Pembroke Telephone's service area.