

# Prime Media

A Visual Communications Company

January 2010

## Kansas 'Clustered' for Success

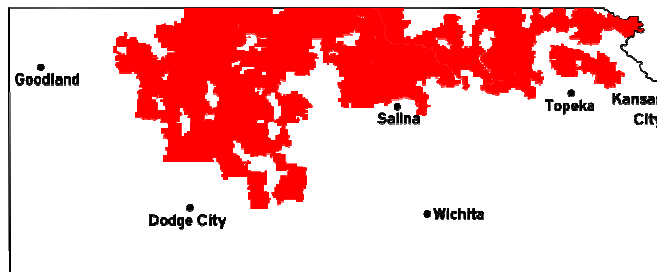
Prime Media Productions, Inc. has recently partnered with 8 telcos (telephone companies) and 2 traditional cable companies in Kansas and has successfully 'clustered' their areas together to achieve a more desirable subscriber count that will appeal to both local and national advertisers.

Cable advertising is a lucrative revenue opportunity for video service providers, and typically would require a minimum of 5,000 subscribers for ad insertion to be an option, until now. "It's a win-win," says Walter Staniszewski, President of Prime Media. "Small telcos can offer local ad insertion and generate revenue and small

local businesses can afford to do television advertising. People remember television ads. They'll stop you in the local market and say 'I saw your ad last night.'"

Eric Tabor, Director of Marketing and Sales at Twin Valley Telephone, a Kansas based rural telco and IPTV

operator, and member of the Kansas 'cluster' said: "We tried to do it ourselves in the beginning, but found we didn't have the economies of scale to make it work." Fortunately, Prime Media's vision and determination make cable ad insertion a reality for even the smallest of service providers.



Above: Prime Media's entire coverage area in Kansas highlighted in red

## Walter Baker Promoted to Vice President of Business Services



Above: Walter Baker, VP of Business Services for Prime Media

Prime Media is pleased to announce the promotion of Walter Baker to Vice President of Business Services. Baker joined the company in 2002 as a Video Producer and was

later assigned to Production Manager. In 2007 his duties included new system acquisition with not only cable companies, but telco's and municipalities offering video services to their customers. During that time he was responsible for the addition of 17 systems in 8 new DMA's, solidifying Prime Media's continued success in the ad insertion industry. "Throughout Prime Media's 19 year history, there has been considerable growth from the first system in Franklin, Virginia to over 55 systems in 12

states," said Walter Staniszewski, President of Prime Media Productions. "We believe that the growth pattern is just the tip of the iceberg for Prime Media and it's an exciting time to be involved with the cable industry as cable advertising, new technology, and the customer experience continually evolves."

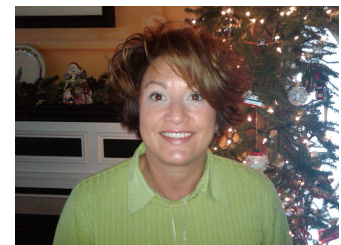
Baker currently resides in Smithfield, VA with his wife and three children.

## New General Sales Manager to Oversee Prime Media's Sales Team

Rachel Morris became the newest addition to Prime Media in January 2010 as the General Sales Manager. Morris has 17 years of media sales and sales management experience. She most recently served as Sales Manager with Cox Media in the Tidewater Virginia area. While at Cox, Rachel was instrumental in leading her sales group to the #1 spot nationally for greatest increase in revenue. Leslie Effler, Executive Vice President of Prime Media said: "We are excited that, coming from within our industry, Rachel will bring new dimensions and perspectives to Prime Media."

Morris will oversee the entire Prime Media sales force which includes fourteen account executives and three regional sales managers.

She currently resides in Poquoson, VA with her husband and family.



Above: Rachel Morris, General Sales Manager for Prime Media