



## **CTC Telcom selects ClearSky Mobile Media for Hosted WAP, MMS, Content and More.**

***Wisconsin carrier will offer ClearSky's full set of wireless data services to subscribers on its new UMTS network.***

October 20, 2008 (Orlando, Fla.) – ClearSky Mobile Media, Inc., a leading provider of managed services and content to wireless carriers, today announced a new long-term contract with CTC Telcom to deploy its full suite of content and data services. CTC Telcom, launched in 1996 as one of the first facilities-based CLECs, provides phone, cable, internet, and wireless services to business and residential customers in western Wisconsin.

The terms of this agreement call for CTC Telcom to deploy ClearSky's complete, end-to-end solution that includes hosted WAP and MMS-C service, along with ProPortal™, ProVantage™, ProVision™, ProConfig™ and RevShare integrated support systems. Taken together these products and services will enable CTC Telcom to grow its wireless customer base by offering access to the mobile web, multi-media messaging, and downloadable content.

"As we add wireless services to complete our quad-play offering, we searched for an organization experienced in mobile data services. ClearSky's hosted platform enabled us to very quickly provide our subscribers these value-added features without a large initial capital investment," said Mark Reams, CTC Telcom's commercial operations officer. "Moreover, with over 10 years of WAP, MMS, and content delivery experience, ClearSky will enrich our customers' experience, help us maintain our competitive advantage, and increase revenue growth."

"The addition of CTC Telcom, a leading rural wireless provider, validates ClearSky's revenue share pricing as a model that works for both large and small carriers alike," said ClearSky executive vice president of sales, Tony Tagliareni. "We look forward to working closely with CTC Telcom to maximize their customer loyalty and data ARPU."

### **About ClearSky Mobile Media**

With its innovative, high-quality portfolio of mobile data and entertainment solutions for carriers and MVNOs, ClearSky Mobile Media provides compelling, market-specific content solutions that drive the growth of data subscriptions and ARPU. Since 1995, ClearSky Mobile Media has pioneered mobile data offerings with its carrier-grade, private-branded portal that includes downloadable content, mobile web browsing, MMS, and managed data services across all wireless technologies. Today, ClearSky Mobile Media provides its unique mix of mobile data services and mobile content to a combined

subscriber base of more than 60 million. To learn more about ClearSky Mobile Media, visit [www.csky.com](http://www.csky.com).

### **About CTC Telcom**

Chibardun Telephone Cooperative was formed in 1957, and in 1996 launched CTC Telcom—one of the first facilities-based competitive local exchange carriers in the country. In addition to phone, cable, and internet, CTC Telcom has recently completed a new UMTS network and has added wireless services to complete their quad-play offering. For more information, visit their website at [www.chibardun.com/gowireless/](http://www.chibardun.com/gowireless/).

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