

News Release



Final

Date: September 23, 2005

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Bruce Moore Named Vice President and General Manager for SpeedNet, LLC

September 23, 2005, Saginaw, MI – SpeedNet, LLC is pleased to announce the appointment of Bruce K. Moore to the position of Vice President and General Manager of their Michigan operations based in Saginaw, Michigan. The announcement was made by John Ogren, president and chief executive officer.

Business planning and analysis, new business development, internal consulting as well as overall responsibility for the company's sales and administrative staff are Moore's main responsibilities.

"Bruce's managerial experience, thorough knowledge of the industry and sales and marketing expertise suit him ideally for helping SpeedNet to continue to grow at a pace that not only effectively serves our company, but our customers as well – he is an invaluable addition to our team," commented Ogren.

Moore brings a wealth of sales and leadership experience to SpeedNet having spent over 18 years within the telecommunications industry. Most recently, he was Vice President of Business Development for American Broadband and prior to that, he was Division Vice President of Advanced Services for Charter Communications.

SpeedNet deploys a next generation, non-line-of-site (NLOS) technology that allows customers to connect to the Internet via licensed wireless signals sent across airwaves rather than wires. The company sends the signal from a transmitter to a specially-designed external modem that plugs into the customer's computer instead of connecting through traditional coaxial cable or telephone wires. Customers simply plug the modem into a power outlet and into their computer to obtain a fast, reliable, and secure high-speed Internet connection.

In short, SpeedNet's wireless broadband Internet service is delivered to the customer in a manner that is easier to get, set up and use than other broadband services. As the company continues to build out their wireless network, the service becomes the first truly mobile broadband product.

"Joining the SpeedNet team at this time presents immense opportunities," explained Moore. "The advantages of SpeedNet's high-speed, wireless Internet service eliminates the limitations of traditional broadband services. This makes it very rewarding to take part in introducing broadband consumers to the next generation of high-speed data services."

Moore, a long-time Bay City resident, earned a bachelor's degree in Telecommunications from Michigan State University.

Saginaw based SpeedNet was founded in early 2001, by Robert Liggett, Jr. and John Ogren. The company offers broadband services to numerous cities including Bay City, Saginaw, Midland, Alpena, Caro, Mt. Pleasant, Pinconning, Reese, Saginaw Twp. and Clio. Upcoming market expansion plans include Bad Axe, Frankenmuth, Bridgeport, and the Delta College area.

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