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WOW! TO OFFER EASY, INSTANT NETFLIX ACCESS VIA ULTRA TV

Netflix Integration Simplifies Customer Viewing Experience

ENGLEWOOD, CO – November 11, 2014 -- [WOW! Ultra TV](#) customers who subscribe to Netflix will soon enjoy watching their favorite shows and movies from Netflix through the same set-top box that delivers live, high-definition TV and whole-home DVR service. An agreement between WOW! and Netflix will simplify the Netflix viewing experience for [Ultra TV](#) customers.

Developed for WOW! by Arris, the Ultra TV set-top box fully integrates the easy-to-use Netflix app. Customers will have convenient access to Netflix as well as live TV, whole-home HD DVR, wireless home networking, and other advanced features without the hassle of multiple devices, remote controls and complicated wiring. From WOW! channel 1500 or the Ultra Smart Menu, Netflix members can gain instant access to the full streaming lineup of commercial-free TV shows, movies, and popular original series such as *Orange is the New Black* and *House of Cards*.

“We are excited to bring Netflix to our WOW! Ultra TV customers and improve how they experience the service,” said WOW! CEO Steven Cochran. “We’re continuously adapting our product offerings to serve the evolving needs of our customers. Simplifying access to Netflix content was highly requested by our Ultra TV customers and a natural next step for WOW!”

[WOW! Ultra TV](#) combines whole-home HD DVR, wireless network and smart menu with an expanding array of games and apps. The Netflix service will be available soon to Illinois Ultra TV customers who subscribe to Netflix, and by early 2015 to WOW! Ultra TV customers in Evansville, IN; Columbus and Cleveland, OH; and southeast Michigan. Customers can also sign up for Netflix through the new app.

About WOW!

WOW! is one of the nation's leading providers of high-speed Internet, cable TV, and phone, serving communities in Illinois, Michigan, Indiana, Ohio, Kansas and multiple markets in the Southeast. The company is dedicated to delighting customers with friendly, quality service at affordable prices. WOW! is privately held and controlled by Avista Capital Partners.

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