



WOW! Sponsors Parade of Homes to Showcase Whole-Home WiFi Benefits Alongside New Smart-Home Tech Trends

Columbus residents to tour local homes, learn about new building, design and smart-home tech trends, including WOW!'s mesh WiFi solution

COLUMBUS, Ohio – August 31, 2018 – [WOW! Internet, Cable & Phone](#) (NYSE: WOW), a leading broadband and communications service provider, today announced the company's official sponsorship of the Building Industry Association (BIA) of Central Ohio's [Parade of Homes](#).

Parade of Homes visitors will tour local homes featuring new smart-tech technology and can learn more about WOW!'s latest Internet, TV and phone services including its [Whole-Home WiFi product](#) – the new mesh network solution that provides WOW! customers with a custom, scalable network to stream, work and browse from every corner of their home.

This year, the annual BIA Parade of Homes will embrace modern themes, including smart technology within various homes that allow homeowners to control things like shower temperatures and lights by voice command. With more than [20 billion connected devices](#) expected by 2020, and some households expected to have up to 50 devices connected via a single WiFi network, reliable and secure WiFi is critical for smart-homeowner satisfaction.

"Columbus customers were one of the first to receive WOW!'s innovative new WiFi experience for fast, reliable WiFi across the entire home, which was introduced this July," said Scott Barton, senior vice president, product for WOW!. "The Parade of Homes is the perfect place to showcase all of the benefits our cutting-edge Whole-Home WiFi product offers customers. Parade of Homes visitors can see all the new ways technology is being integrated into these smart homes, and also see why having consistent, fast Internet for all of your connected devices is so valuable."

During the weeks leading up to the Parade of Homes, WOW! distributed 100 complimentary admission tickets to local WOW! customers.

The event takes place at Jerome Village in Plain City, Ohio, a suburb of Columbus, Saturday, Sept. 1 through Sunday, Sept. 16.

For more information on the BIA Parade of Homes events, please visit: <http://www.biahomebuilders.com>. For information about WOW!, bundles and pricing, and services offered within the Columbus market, please visit www.wowway.com.

About WOW! Internet, Cable & Phone

WOW! is one of the nation's leading broadband providers, with a service area that passes over three million residential, business and wholesale consumers. WOW! provides service in 19 markets, primarily in the Midwest and Southeast, including Illinois, Michigan, Indiana, Ohio, Maryland, Alabama,

Tennessee, South Carolina, Florida and Georgia. With an expansive portfolio of advanced services including high-speed Internet services, cable TV, phone, business data, voice, and cloud services, the company is dedicated to providing outstanding service at affordable prices. Visit wowway.com for more information.

About WOW! Business

WOW! Business provides data, Internet, voice and cloud services to business and wholesale customers in Illinois, Michigan, Indiana, Ohio, Maryland, Alabama, Tennessee, South Carolina, Florida and Georgia. The company is dedicated to delighting customers with friendly service and providing reliable, easy and pleasantly surprising quality products and services at affordable prices. For more information, please visit www.wowforbusiness.com.

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