



## PRESS RELEASE

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Muscatine Power and Water  
3205 Cedar Street  
Muscatine, IA 52761

## FOR IMMEDIATE RELEASE

### **MPW Digital TV Transitioning to All-Digital Service**

MPW Digital TV continues its transition to all-digital service today. At 11:59 p.m. Sunday, technical crews began the work necessary to convert all MPW Digital TV products and services to the new all-digital platform. The new service provides a digital quality picture and better sound to enhance our customers' TV viewing experience. The transition has required more time than expected for some Digital Adapters to transition completely on our system. Advanced and Standard Digital Boxes have transitioned and are working normally.

MPW Digital TV is now all-digital and includes 4 new standard digital and 34 new HD channels; and MPW Digital TV is positioned to launch 12 additional digital and HD channels as soon as they become available.

"Our technical team is working tirelessly to assure the transition is completed as soon as possible for all of our customers," said MP&W General Manager Sal LoBianco. "We are very proud to offer our customers increased channels with superior quality."

By converting to an all-digital platform of services and eliminating the use of most analog signals, significantly more system capacity is available for digital channels and services. Subscribers now need to be connected to a piece of digital equipment to receive channels above 32. Several equipment options are available. In addition to the Standard and Advanced Digital Boxes that have been offered for several years, a new lower-priced Digital Adapter is now available. For only 99 cents per month through 2010, subscribers can get up to 119 all-digital channels. A Standard or Advanced Digital Box is required for digital services, including Music Choice, the Spanish package of channels, the interactive on-screen guide, On Demand, Pay Per View, and premium networks.

"It is exciting that MPW Digital TV is on the forefront of technology with the use of the inexpensive Digital Adapters in a way no other cable provider is using in the country," said Jeff Beer, Director, Utility Service Delivery. "The combination of the expanded digital programming and the inexpensive digital boxes will provide our customers access to the most current digital TV experience."

"Thank you to all of our customers for their patience during this time," LoBianco said. "In order to make this transition go as efficiently as possible, much work was required to prepare the system

and we asked our customers to pick up their digital equipment at our offices. This has been a tremendous undertaking, and the cooperation from everyone has been outstanding.”

Due to the high demand for all digital equipment, MP&W has extended our business hours to 8 AM to 7 PM Monday through Friday and 8 AM to noon on Saturdays through February 6, 2010.

More information about MPW Digital TV and the transition to all-digital service can be found on [www.mpw.org](http://www.mpw.org) and on MPW Digital TV's Page on Facebook.

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