



PRESS RELEASE

January 18, 2010
Muscatine Power and Water
3205 Cedar Street
Muscatine, IA 52761
Contact: Gina Kutsch,
Communications Specialist
Email: gkutsch@mpw.org
Phone: 563-262-3443
FAX: 563-262-3345

FOR IMMEDIATE RELEASE

MPW Digital TV Transition to All-Digital Service Update

MPW Digital TV is moving toward all-digital service, and subscribers should act now to make sure they are ready when the final switch-over is made later this month. Once we make the final transition, any TV not connected to a piece of digital equipment will not receive channels above channel 32.

"We are nearing the final days of this multi-year project, and we are encouraging our customers to pick up their digital equipment in advance of that final transition," said Muscatine Power and Water General Manager Sal LoBianco. "We are making these changes so that we are able to provide more channels to our customers. With the elimination of the analog signals, we are able to free up significantly more system capacity for digital channels and services, which are more efficient and use less capacity. The project will culminate with the initial addition of 45 HD and 4 standard definition digital channels, which is quite substantial."

Subscribers now have more choices for their digital equipment. 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 channels. "This option does not include other digital services like Video On Demand or an Interactive Guide, but is a great option for those second and third televisions in a home that do not currently have those services," said Jeff Beer, Director, Utility Service Delivery. "It is a small, simple piece of equipment that can fit just about anywhere in the home."

Due to the high demand for all digital equipment, we have extended our business hours to 8 AM to 7 PM Monday through Friday and 8 AM to noon on Saturdays for a limited time. "We want everyone to have the opportunity stop in and pick up their equipment at a time that works best for them. We have seen a great number of customers already, but we know there are those who are holding out until the last minute," Beer said. "We hope they will make their way in soon to avoid that final rush of people that could lead to longer lines and wait times."

Late in the process of planning the transition, the Digital Adapter became an option when the FCC agreed to allow them to be deployed on cable systems. The new option is something no other cable company in the nation is doing in a way MPW Digital TV is doing. "The new technol-

ogy required to use these Adapters on a system like MPW Digital TV was untested, and we wanted our subscribers to have the option right away,” LoBianco said. “We have worked with our equipment manufacturer - Motorola - and other partners to reconfigure our system so that it would correctly interact with the Adapters. Through all of our testing procedures and deployment of the system, Motorola was literally writing the book on how to deploy the Adapters based upon our experience. It was a very long and tedious process, but we are pleased that we took on the challenge because it is in the very best interest of a significant number of our customers who have decided that the Adapter option was a great fit for many of their TVs.”

More information about MPW Digital TV and the transition to all-digital service can be found on www.mpw.org and on MPW Digital TV’s Page on Facebook.

##