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FOR IMMEDIATE RELEASE

**Bulldogs' J.J. Helderman Named
Friday Night Vyve Player of the Week**

Vyve Broadband Salutes Claiborne Player For Outstanding Play

New Tazewell, TN (November 1, 2018) — Claiborne senior offensive lineman and linebacker J.J. Helderman was named Friday Night Vyve Player of the Week for his outstanding play in the Bulldogs' 34-6 win over North Greene Friday night.

Friday Night Vyve, sponsored by Vyve Broadband, recognizes exceptional performances from players on high school teams in Vyve markets each week. Players are nominated by sportswriters who cover their games. They are then recognized through articles in the local paper and social media posts from Vyve throughout the following week.

In a must-win game to get into the playoffs, Helderman played lights out on defense with 11 tackles, 12 assists and one tackle for loss.

"On behalf of Vyve Broadband, I am so excited to award the Friday Night Vyve Player of the Week for Claiborne," said Diane Quennoz, Vyve SVP, Marketing and Customer Experience. "Across the board, this week's winners are fast, determined and powerful athletes, which are qualities Vyve Broadband is very familiar with among our products and services. We are honored to recognize winners across all communities and encourage them to keep making a difference on the field."

About Vyve Broadband LLC

Vyve Broadband is an innovative company, founded in 2012 serving largely non-urban communities in eight states, including Oklahoma, Texas, Arkansas, Kansas, Louisiana, Tennessee, Georgia, and Wyoming. A technology leader in the cable and broadband sectors, Vyve Broadband offers an extensive range of broadband, fiber connectivity, cable television and voice services for commercial and residential customers. Vyve was formed as a platform to provide the very best next-generation services and features available, combined with a sector-leading customer experience. Residential services include high-speed Internet with speeds up to 1GB, all-digital, high-definition video and fully featured digital voice. Vyve Business Services provides optical Ethernet, PRI and hosted voice services to the business community.

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