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FOR IMMEDIATE RELEASE

**Panthers' Jayson Upton Named
Friday Night Vyve Player of the Week**

Vyve Broadband Salutes Cumberland Gap Running Back For Outstanding Play

Cumberland Gap, TN (October 25, 2017) — Cumberland Gap senior running back Jayson Upton was named Friday Night Vyve Player of the Week for his outstanding play in the Panthers' 26-20 win over Claiborne Friday night.

Upton averaged almost 22-yards a carry, rushing for 109 yards, highlighted by a 58-yard touchdown sprint to lead the Panthers to the win and end a nine-game losing streak to the Bulldogs.

The Friday Night Vyve Player of the Week is presented to the player who most exemplifies competition, teamwork, leadership and sportsmanship for his high school team each Friday night.

For week eight, that player is Cumberland Gap's Jayson Upton.

"Vyve is very proud of the high school football programs in the communities we serve," said Diane Quennoz, Vyve SVP, Marketing and Customer Experience. "And we are equally proud of Cumberland Gap's Jayson Upton as this week's Friday Night Vyve Player of the Week."

About Vyve Broadband LLC

Vyve Broadband, founded in 2012, is an innovative company 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 along with a sector-leading customer experience. Residential services include high-speed Internet with speeds up to 1 Gig, all-digital, high-definition video and fully featured digital voice. Vyve Business Services include optical Ethernet, PRI and hosted voice services for the business community.

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