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FOR IMMEDIATE RELEASE

Vyve Broadband Takes Award-Winning Cyber Monday Effort to the Next Level

Internet leader capitalizes on Cyber Monday online shopping with Sweepstakes incentive to drive HSD connects

Rye Brook, NY. (October 24, 2018) — The days of lining up at big box stores Black Friday morning are all but over as people continue to shift online for door-buster savings. Following their award-winning 2017 Cyber Monday Sale, Internet leader Vyve Broadband is again tapping into changing consumer behavior and driving awareness of the need for high-speed Internet for online shopping, this time upping their game by launching a massive sweepstakes.

To drive high-speed data connects in the fourth quarter, Vyve is asking consumers if their Internet is ready for Cyber Monday shopping and offering an amazing promotion on their 105 megabit-per-second Internet service plus free installation, with the added incentive to enter for a chance to win some of the hottest WiFi-powered devices on the market.

The sweepstakes prizes amount to an unbelievable value of over \$7,000, including seven weekly prize drawings for an iPad Pro (\$799 retail value), a sleek top-end model with computer-like capabilities. One lucky Grand Prize winner will be awarded a Cyber Home Bundle jam-packed with prizes including a Ring HD Video Doorbell, Nest Learning Thermostat, iPad Pro, and Google Home Assistant (\$1,426 total retail value).

The prize selection goes beyond providing a desirable reason to sign-up. Vyve has set out to connect with audiences and raise awareness of growing connected-device counts across the country, particularly home automation products and appliances that consumers are less likely to associate with draining their Internet bandwidth.

“Every new Internet customer will be able to enter for the chance to win these incredible WiFi prizes,” said Diane Quennoz, SVP of Marketing and Customer Experience at Vyve. “Home automation is all the rage right now and as our lives become more connected than ever in this shift towards the ‘Internet of Things,’ our research shows customers don’t realize the amount of bandwidth they need to run all of these devices simultaneously.”



Vyve recently announced the launch of Vyve Gig service to over 70% of its customer base, further establishing themselves as a true broadband leader in their rural footprint. Their 105Mbps product is the fastest available in almost all Vyve-serviced markets so the combination of an unmatched speed at an unbeatable price with the sweepstakes incentive is truly untouchable by competitors.

“We were thrilled with the performance of our Cyber Monday Sale last year and are confident the sweepstakes element will drive even more activity in 2018,” said Jeffrey DeMond, CEO for Vyve. “Folks don’t realize how much bandwidth they’re using and how many devices are hooked up to their WiFi service so the sweepstakes prizes are a fun way for us to establish a narrative around speed and bandwidth in our markets.”

All new Internet subscribers installed by the end of November are eligible for entry into the sweepstakes. Vyve encourages those interested to visit VyveBroadband.com/CyberMonday for more information and full Official Rules on their first ever sweepstakes.

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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