



MARKETING PLAN

Description of overall marketing and sales strategy

TWCBC will provide a Major Account Executive who is dedicated to supporting the agencies, cities, counties and other entities that can purchase services via the Tex-AN NG contract. These two individuals will be responsible for developing and presenting proposals.

Jeff Greenberg – Group VP, Marketing
Email: Jeffrey.greenberg@twcable.com
Phone: 469-464-4192

Brian Beresford – Manager, Government and Education
Email: brian.beresford@twcable.com
Phone: 469-464-4914

As prescribed in the CTSA, TWCBC will also develop a web-portal that will contain DIR approved product and price information.

Over the course of the past year Government focused TWCBC representatives have met with State Agencies and local municipalities to discuss their overall needs and build awareness of TWCBC's capabilities.

At Tex-AN NG contract award, we will then contact these same agencies and municipalities to expand upon our previous conversations and focus on developing a customized solution for their fiber based telecom needs.

In addition to this, TWCBC has already developed a DIR specific brochure that will be submitted to DIR for approval and once approved, will be sent to State Agencies and Local Municipalities describing DIR-approved TWCBC services designed to meet their ever growing operational needs and budget challenges.

TWC has a total of Five (5) sales offices that will support the TEX-AN NG program. These offices are located in:

Coppell, TX
Richardson, TX
Austin, TX
San Antonio, TX
El Paso, TX

We also have an office in Harlingen, TX covering the Rio Grande Valley/Border Corridor region.

Currently TWC is slated to support Four (4) Marketing events that target TEX-AN NG customers.



- GTC Southwest
- DIR Power to Purchase Technology Expo
- TASSCC
- TARC

TWC is prepared to participate in any additional events the DIR deems necessary in the support of DIR customers.

TWCBC's goal is to increase our newly expanded DIR partnership so that awareness and adoption of TWCBC Tex-AN NG services is maximized. We will accomplish this by not only attending the events mentioned above, but also expand our involvement in regional conferences designed for government entities operating in specific areas of Texas.

TWCBC will also continue to grow our DIR focused marketing materials adding new brochures, targeted mailers and even develop case studies highlighting how our customers are effectively meeting their needs by using the power of the DIR Contract. TWCBC will actively work with the DIR to ensure our marketing plans meet their guidelines as well as seek input on how to improve upon the materials being developed.