

FOCUS Broadband Cable Update

Effective January 1, 2024

2024 TV Rate Adjustments

FOCUS Broadband has been notified of significant cable TV programming cost increases that will be charged by local broadcast stations and national cable network providers starting in the new year. As seen in several disputes this past year, companies like FOCUS Broadband have very little power when negotiating new contracts with large cable network providers. This issue only continues to grow as cable networks combine to get a larger share of the industry. If we refuse to accept their new contracts and package their content as they demand, these companies have no issue removing their channels from our lineup. This tactic is not customer-friendly and puts FOCUS Broadband in a very vulnerable position. As a result of these cost increases, we must raise our rates for 2024. For more information on why cable TV rates continue to rise, visit www.tvonmyside.com.

We understand that price adjustments like these may have you considering dropping cable TV in favor of more flexible and affordable online streaming options. If you are interested in learning more about how you can discontinue cable TV and use FOCUS Broadband's Internet service to stream the content you want to see, visit www.focusbroadband.com/cutthecord. You may also want to consider our MergeTV service which can provide a lower monthly cost than traditional cable by removing the need for digital cable boxes. For more information on MergeTV and its pricing, visit www.focusbroadband.com/MergeTV.

Below is a chart detailing the 2024 prices for cable TV packages and equipment. These new prices will take effect on your next monthly billing statement. Thank you for your continued support of FOCUS Broadband.

| TV Packages | Old Rate | New Rate | Increase Amt |
|--------------------|-----------------|-----------------|---------------------|
| Broadcast Basic | \$39.25 | \$41.85 | \$2.60 |
| Standard | \$100.00 | \$106.10 | \$6.10 |
| Advanced | \$116.00 | \$122.40 | \$6.40 |
| Supreme | \$165.00 | \$174.37 | \$9.37 |

| Equipment | Old Rate | New Rate | Increase Amt |
|------------------|-----------------|-----------------|---------------------|
| Digital Adapter | \$3.50 | \$4.25 | \$0.75 |

| Premium Movie Channel | Old Rate | New Rate | Increase Amt |
|------------------------------|-----------------|-----------------|---------------------|
| Cinemax | \$15.00 | \$10.99 | \$(4.01) |

*Prices listed are a la carte rates for FOCUS Broadband cable TV packages. Discounts available in existing bundles will vary. Prices for Premium Movie Channels not listed will not increase. Price for Sports Packages will not increase.

Direct questions to FOCUS Broadband Customer Service:

910-754-4311 or 888-367-2862

Email: contact@focusbroadband.com

PO Box 3198, Shallotte, NC 28459