

For Immediate Release –
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Chibardun Telephone and CTC Telcom to begin doing business as MOSAIC TELECOM

Cameron, WI – Beginning August 1st, Chibardun Telephone and CTC Telcom will begin conducting business under the brand name Mosaic Telecom. There is no change in company ownership or operation. The branding change is designed to reflect the changes in company product and service offerings as they have evolved over recent years, specifically encompassing the company's broadband services, as well as the recently launched cellular service.

“Chibardun Telephone and CTC Telcom offer a wide array of communication related services to northwest Wisconsin. The territory that is currently served has expanded significantly beyond the original three counties (Chippewa, Barron and Dunn – Chibardun) where the Cooperative's name was derived from. Additionally, the service offerings have expanded far beyond the original wired landline telephone service,” commented CEO, Rick Vergin. “After literally years of consideration and planning on how to reflect the evolution of the company, we were able to trademark the Mosaic name and begin the transition toward the new brand. We feel “Mosaic” properly expresses the concept of the ‘whole’ of our business being comprised of the many individual components.”

Company offices, vehicles, marketing, products and services will begin to reflect the Mosaic brand and logo over the next several weeks. Subscribers will also see reference to Mosaic Mobile, Mosaic Media, Mosaic Messenger and other product names as part of the overall branding effort. “We are very eager to start this new chapter in the history of the company. The Mosaic brand reflects the myriad of products and services currently offered to subscribers and appropriately positions the company for the future,” continued Vergin.

About Chibardun Telephone/CTC Telcom dba Mosaic Telecom – The Company is a multi-faceted communications company offering telephone service, broadband Internet access, cable television, digital video, and cellular service in 13 communities in Northwestern Wisconsin. Office locations are in Dallas, Cameron, Chetek, Barron and Rice Lake. More information may be found on the web at www.mosaictelecom.net or by calling 715-458-5400 or 800-924-3405.