

## Three Investments That Pay Big Benefits for Winter



- 1. Have your HVAC unit serviced** - This will ensure that your unit is clean, tuned up and running well through the coldest months.
- 2. Replace worn weather stripping** - If you can see light through your weather stripping around doors, then it's time to change it. Use caulk to keep the cold out around windows.
- 3. Keep air filters clean** - Dirty filters force your furnace or heat pump to run harder. Replacing them monthly helps your system run more efficiently, saving you money on your bill.

Click here for more ideas from TVA on how to [Stay Warm and Save Money](#).

## Let's Keep In Touch

As we head into the winter season, we want to make sure we can keep you informed - especially when it comes to your electric service. **Having the correct phone number on your account helps us reach you quickly about planned outages for system improvements, as well as any emergency situations that may arise.**

When work is scheduled in your area, we send automated calls with the dates and times of planned outages so you can prepare ahead of time. To be sure you receive these important updates, please take a moment to save our number - **423-952-5000** - in your phone. Saving it ensures our calls won't be marked as spam or blocked by your carrier.

It's also helpful to save **423-952-5100** for BrightRidge Broadband, as some system improvement and service update calls may come from that number as well.

Thank you for helping us keep communication clear and reliable this winter!

## Smart Energy for Small Business

BrightRidge is offering small and mid-sized businesses a FREE Smart Energy

Starter Kit in partnership with TVA and its EnergyRight Program. The kits include a Smart Thermostat, a Wi-Fi Smart Plug, a Smart Power Strip and five other energy-saving tools. The kit is valued up to \$400 and is estimated to cut energy costs by up to \$375 per year. Claim your kit while supplies last at [FREE TVA Smart Energy Starter Kit](#).



**TVA EnergyRight**



## CEO Letter

**"It seems like everything sleeps in winter, but it's really a time of renewal and reflection."**  
- Elizabeth Camden

As we move into winter, let us remember our neighbors and those in need. BrightRidge has many programs to assist folks in the cold weather, and several of these programs allow customers to share with others who may have needs in the winter months. Just contact our customer service folks if you would like to participate.

There are many times we need to reach out to customers via phone related to outages, maintenance or updated offerings. Enclosed in the newsletter is an article that gives information to update your contact numbers to our folks.

Our greatest desire at BrightRidge is to be of service to our community. Our outstanding employees care greatly about the community and neighbors that we serve. Whether it be your electric or broadband service, just reach out to us, and we will be there. May God be with you and your family this winter season.

**"The color of springtime is flowers; the color of winter is in our imagination."**  
- Terri Guillemets

## Customer Alert: Protecting the BrightRidge Community from Deceptive Sales Tactics

As your local, not-for-profit utility, **BrightRidge** is 100% committed to our East Tennessee community. We take great pride in being your neighbors - our customer service, engineers, and technicians all live and work right here.

Unlike many for-profit corporations that are headquartered in other locations, every dollar of revenue generated from our Broadband services helps to improve our local infrastructure and service **in this community**.

### Warning: Deceptive "Similarity Scams"

Recently, we have been inundated with reports from customers regarding misleading sales tactics from a competing broadband service provider. According to several reports, sales representatives are intentionally preying on name confusion to trick you into switching your internet service.

We want to ensure you have the facts so you can protect your home and your wallet.

**BrightRidge is NOT affiliated with any other broadband provider.** We have documented reports from our customers regarding the following false claims being made to them:

- **The "Equipment Upgrade" Trick:** Sales reps may tell you they "need to come into your home to replace your router" or "upgrade the fiber lines." This is often a deceptive way to get you to sign a new contract that cancels your BrightRidge service.
- **The "Subsidiary" Myth:** Representatives may claim their company is a "division," "subsidiary," or "parent company" of BrightRidge. This is entirely false.
- **The "Fiber Ownership" Lie:** You may be told that BrightRidge "sold its fiber lines" or "rents lines" from a competitor. **BrightRidge owns and operates its own state-of-the-art fiber network.**
- **The "Utility worker" Impersonation:** Some sales reps have represented themselves as utility workers and wear yellow or orange vests to gain entry to homes or build trust.

### How to Verify a Real BrightRidge Employee

If someone contacts you or comes to your door claiming to be with the "local fiber" or "electric" company:

- 1. Check for Local ID:** All BrightRidge employees carry official photo identification.
- 2. Verify the Vehicle:** Look for the BrightRidge logo on the service vehicle.
- 3. Call Us Directly:** If you are in doubt, do not sign anything. Call our local office at **(423) 952-5000** to verify if a service visit was actually scheduled.

### Know Your Local Providers

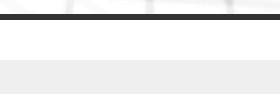
It is important to know who is behind the services you use. While BrightRidge is a local government entity and governed by a local board, our competitors have out-of-state headquarters and are owned by global investment groups and shareholders:

Provider	Headquartered In	Ownership & Major Investors
BrightRidge	Johnson City, TN	Locally owned, not-for-profit public entity.
BrightSpeed	Charlotte, NC	Owned by <b>Apollo Global Management (Private Equity)</b> with significant investment from <b>Mubadala Investment Company</b> (a sovereign wealth fund of the <b>United Arab Emirates</b> ).
Charter Spectrum	Stamford, CT	A publicly traded corporation (Nasdaq: CHTR). Major shareholders include <b>Liberty Broadband</b> and <b>Advance Publications</b> .
Comcast Xfinity	Philadelphia, PA	A massive global conglomerate (Nasdaq: CMCSA) owned by public shareholders and controlled by the <b>Roberts family</b> .

**Thank you for supporting your local utility. We are here to serve you, not shareholders.**

# INCREASED SPEEDS FOR THE **SAME PRICE**

## PRICE LOCK THROUGH 2030



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