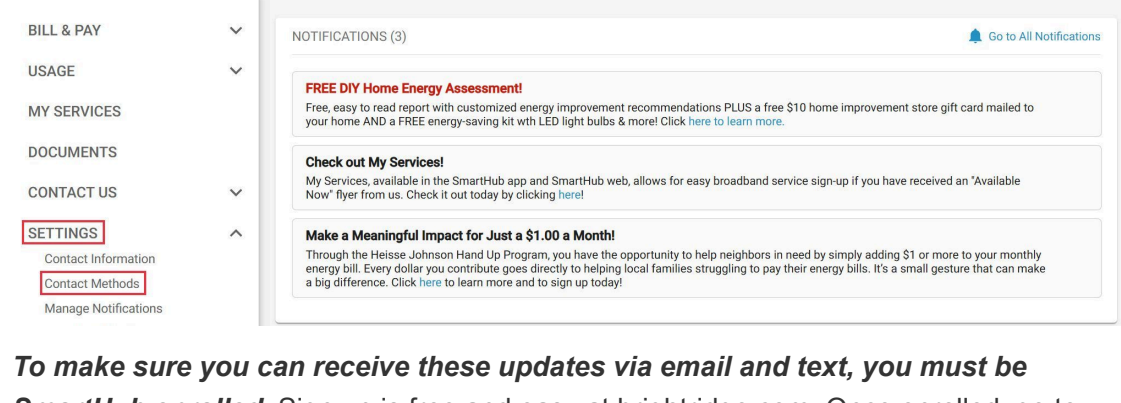


## Keeping You Informed When The Power Goes Out



Since our region has seen unprecedented weather activity, BrightRidge has been researching more ways to keep our customers informed during unplanned power outage events. **Soon we will have the ability to email and text customers when their power goes out unexpectedly, notifying you that we're aware of the outage, so you know crews have been dispatched.** That way, you won't have to call in the outage. You can then check our Electric Outage Map on the website ([brihtridge.com/electric-outage-map/](http://brihtridge.com/electric-outage-map/)) for updates and estimated restoration times, available once the crews have been onsite to assess.



**To make sure you can receive these updates via email and text, you must be SmartHub enrolled.** Sign up is free and easy at [brihtridge.com](http://brihtridge.com). Once enrolled, go to Settings > Contact Methods to add your mobile phone number and enable "Receive Text Messages" to confirm it.

If you need assistance with signing up for SmartHub or adding text notifications, please contact our Customer Service Team at 423-952-5000. BrightRidge plans to roll this program out late April.

## NOTICE TO ELECTRIC SYSTEM CUSTOMERS OF INVESTMENT IN COMMERCIAL BROADBAND

BrightRidge requested authorization from its regulator, the Tennessee Valley Authority (TVA), to invest electric system revenues in its commercial broadband division. This Notice is being provided to BrightRidge's customers pursuant to TVA's regulatory transparency requirements.

In 2018, BrightRidge filed an application with TVA requesting authorization to invest its electric system revenues in its broadband division. Specifically, BrightRidge's broadband division has borrowed, after TVA approval, \$35 million in 2018, \$47 million in 2021, \$8 million in 2023, and \$15.5 million in 2024 from the electric system revenues to finance the deployment of broadband equipment for its commercial broadband business in its service territory.

For 2026, BrightRidge's broadband division is borrowing an additional \$10.0 million from the electric division. Per TVA requirements and conditions of TVA's authorization, BrightRidge's broadband division is required to repay BrightRidge's electric division for the electric funds being loaned to it for commercial broadband purposes. It is estimated that the total investment for both electric and commercial broadband will not have rate impacts associated with the investment.

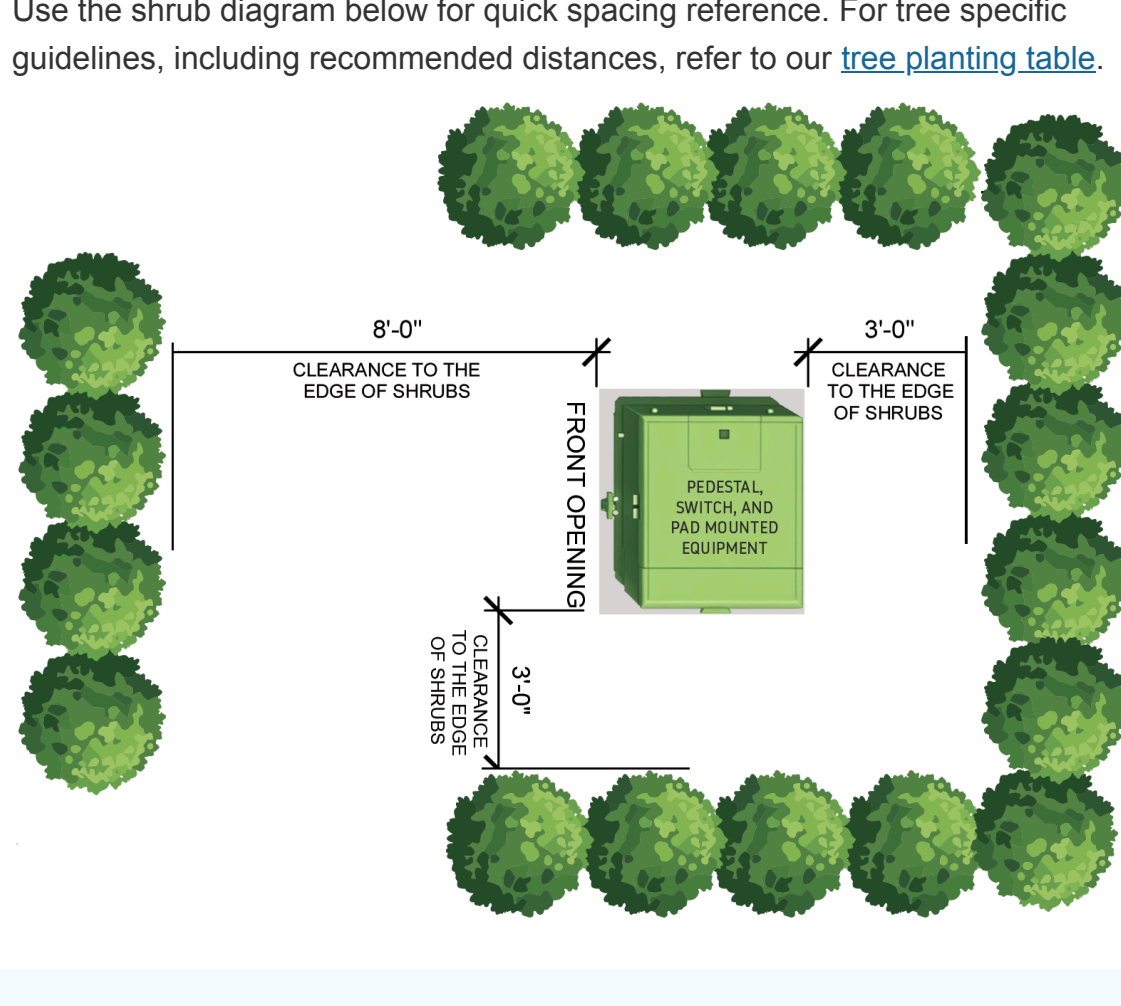
Any questions regarding this broadband investment should be directed to BrightRidge's Public Relations & Governmental Affairs Director at P.O. Box 1636, Johnson City, TN 37605-1636, or by email at [publicrecords@brihtridge.com](mailto:publicrecords@brihtridge.com) or by phone at 423-952-5000.

## Planning on Spring Planting?

**Before you plant – look up and look around!** BrightRidge reminds customers to never plant trees directly underpower lines as well as maintaining spacing requirements away from electrical transformers, pedestals or switch enclosures. Also, call 811 before you dig. Never begin digging without having underground power lines identified by the experts at [TN-One Call](http://TN-One Call).

These diagrams will give you high level details about planting around electrical power lines and equipment as it relates to the National Electrical Safety Code Rule 312. And if you need more information, [click here](#).

Use the shrub diagram below for quick spacing reference. For tree specific guidelines, including recommended distances, refer to our [tree planting table](#).



## CEO Letter

**"Home is a shelter from storms – all sorts of storms" – William Bennett**

It is that time of year when yard work, sporting events and outdoor activities really become a part of our hectic daily lives. BrightRidge wishes you the best as you move into spring and summer and the opportunity to increase quality time with your families.

This is also a time of year that spring and summer storms can have a significant impact in our area. BrightRidge prepares for these events should they impact service to restore that as quickly as we can. If we do have an event, monitor our website, public notifications and social media for outage locations and expected restoration times.

We ask that you also be mindful of the safety of our employees in the attachment of signs to power poles. Signs, etc. attached to poles are not allowed as this can impact our employees who may need to access the poles to restore power or do preventative maintenance.

Our prayers and thoughts as we enter spring and summer are that you have a fun filled time with family and friends. May God bless you this year as you build memories with your family and enjoy the amazing area we all call home.

**"Home is where love resides, memories are created, friends and family belong and laughter never ends." – Unknown**

## What are the most important measurements to determine the best Broadband or Internet Service Provider for you?

When choosing an internet service provider, it's easy to get lost in numbers like "Gigs", "Megabits, and bait and switch pricing promotions." But a high-speed connection is only as good as the company behind it. To find the best fit for your home or business, look for the **Four R's of a Quality ISP**.

### 1. Reliable (The Foundation)

Reliability is the "always-on" factor. It isn't just about the connection working; it's about it working **consistently** at the promised specifications.

- **Consistency:** A reliable ISP maintains stable speeds and low latency (ping) even during "peak hours" when the whole neighborhood is online.
- **Uptime:** They boast a high uptime percentage, meaning outages are rare and brief.
- **Transparency:** They provide the speeds you pay for, rather than hiding behind "up to" marketing language.

**The BrightRidge Difference:** Our 100% fiber-optic network is built for consistency. Unlike older cable or DSL lines, BrightRidge Broadband offers **symmetrical speeds**—meaning your upload is just as fast as your download. We don't just aim for "up to" speeds; we deliver the bandwidth you pay for, 24/7.

### 2. Reasonable (The Value)

Being reasonable isn't just about being the cheapest option; it's about the fairness of the contract and the clarity of the pricing.

- **No Hidden Fees:** A quality ISP is upfront about equipment and installation costs.
- **Data Flexibility:** They avoid restrictive data caps or aggressive overage charges.
- **Contractual Fairness:** They don't rely on "introductory rates" that double after 12 months without warning.

**The BrightRidge Difference:** We believe in honest billing. That means **no contracts, no hidden fees, and no data caps**. Our residential customers even enjoy **free installation**. Plus, our rates aren't "promotional gimmicks"—we haven't had a rate increase since 2019.

### 3. Responsive (The Support)

Responsiveness measures how the company treats you when things go wrong. A great ISP views support as a service, not a cost center.

- **Human-Centric Support:** They provide easy access to actual technicians rather than endless automated loops.
- **Proactive Communication:** A responsive ISP notifies you of known issues via text or app before you have to call them.
- **Quick Turnaround:** Repairs and troubleshooting are handled with urgency.

**The BrightRidge Difference:** We are your neighbors. When you call us, you're talking to people with genuine care. Our support team is local, our support is 24/7/365 by phone and correct 72% of problems remotely, and because we are local, our technicians can be at your door quickly if a local problem exists.

### 4. Resilient (The Infrastructure)

Resilience is the "future-proofing" and "toughness" of the network. It's how the ISP handles external stress and growth.

- **Redundancy:** A resilient ISP has multiple "backbone" connections. If one line is damaged, traffic is automatically rerouted.
- **Scalability:** The network is built for the future (like 8K streaming or massive Smart Home integration) without needing a total overhaul.
- **Environmental Hardening:** Equipment is protected against local climate threats like extreme heat or power surges.

**The BrightRidge Difference:** Our fiber backbone is designed with **diverse paths** and redundancy to ensure the highest level of protection. By utilizing the latest **Fiber technology**, we've built a network that isn't just ready for today—it's ready for the next decade. Whether it's 1.5 Gig or 10 Gig service, our infrastructure is hardened to keep you connected through it all.

**Is BrightRidge the right fit for you?** If you're looking for a provider that checks all four boxes, we're ready to help. [Visit our website](#) to check availability in your area!



**SAME SPEED.  
EVERYDAY.  
SAME PRICE THROUGH 2030**



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