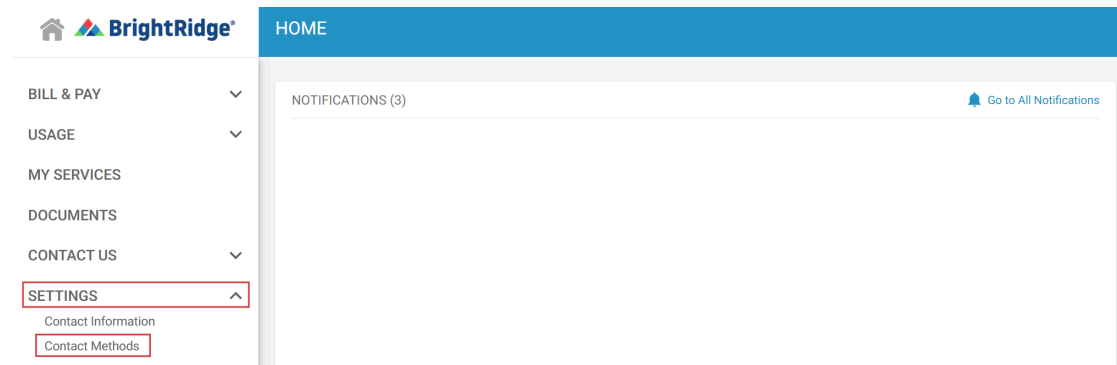


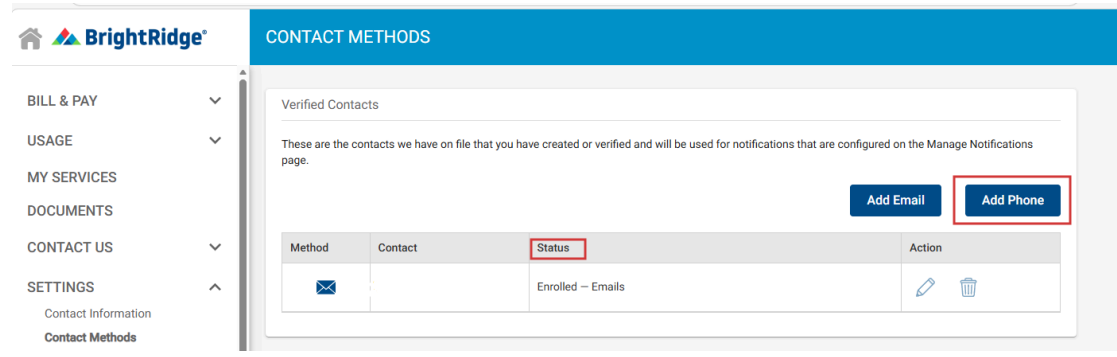
Enable Text Alerts for Unplanned Electric Outages

Unexpected power outages can happen at any time, especially during severe weather and unplanned outages. When you enable text alerts in SmartHub, you can receive important notifications and updates directly to your mobile phone.

Step 1: Using your phone or computer, log into the SmartHub app or online portal. Select "Settings", then choose "Contact Methods" from the drop-down menu.

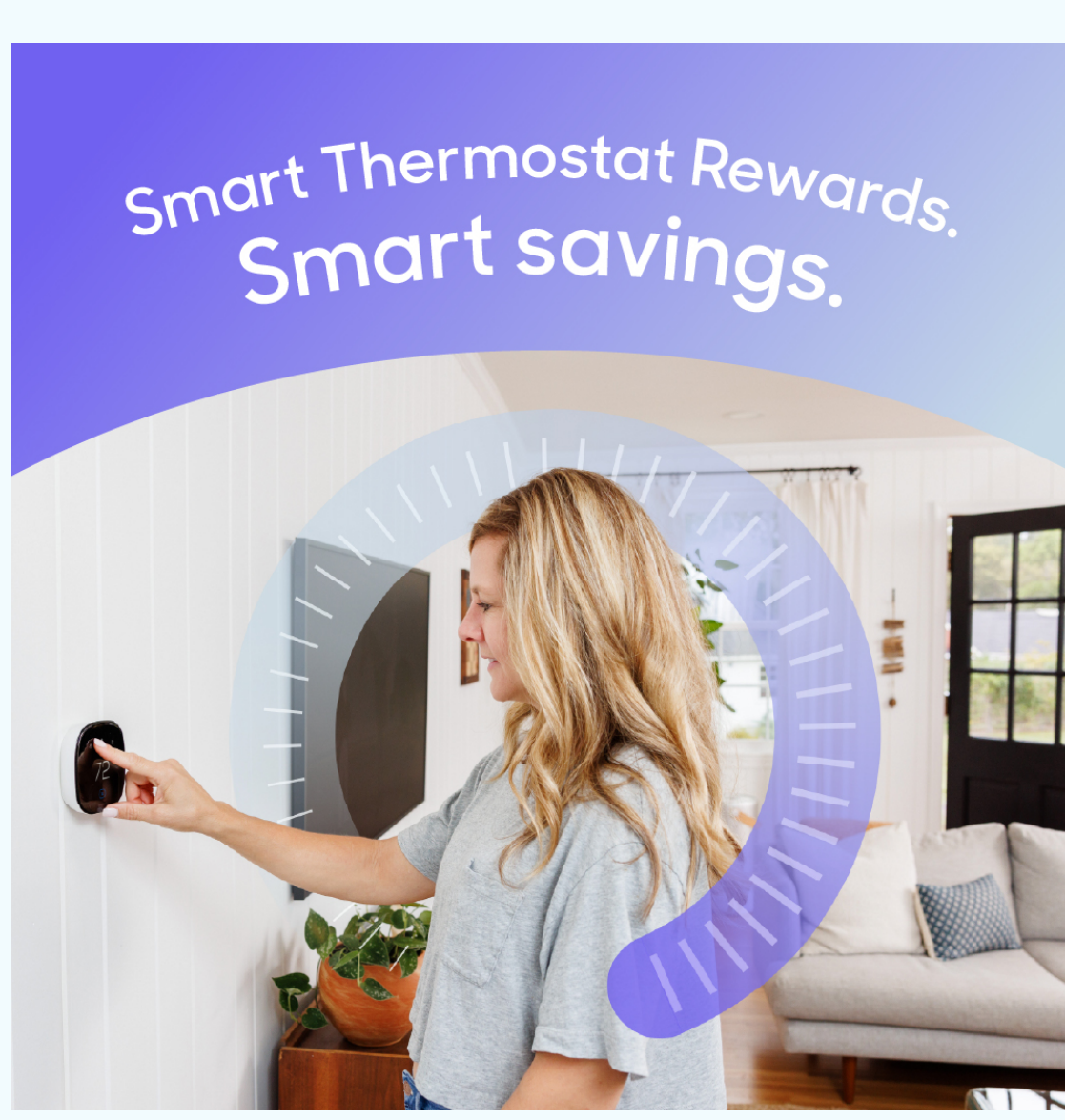


Step 2: Click the "Add Phone" button and enter your mobile phone information. Once your number has been added, make sure the Status column shows "Enrolled" to confirm you are signed up for text alerts.



If you have any questions or need help making the change, our Customer Service team is happy to assist by calling 423-952-5000 or emailing contactus@brightridge.com.

[Find more information about SmartHub](#)



BrightRidge is partnering with TVA to offer a voluntary program that rewards residents to use less energy during times of peak demand through the *Smart Thermostat Rewards Program*.

Customers can volunteer to enroll in the program allowing automatic adjustments of up to four degrees on their thermostat, for a duration of up to four hours during times of peak demand. Peak demand can be during summer heat streaks and winter cold snaps. Typically, adjustments occur between 6am and 10pm, and participants can opt out for individual events at their discretion.

There are only six brands of qualifying smart thermostat partners that customers must have to participate in the program: Alarm.com, Amazon, ecobee, Honeywell Home, Nest and Sensi. If you don't have one of these thermostats and still want to participate, rebates are available to switch to these thermostats.

When you enroll in the program, you're eligible for a \$65 enrollment rebate and if you maintain a 65% participation rate in the events, you will receive another \$65 rebate for year-round participation. A summer-only participation rebate is \$20.

Enrollment and rebates are directly through TVA, and BrightRidge is only providing the information to its customers. Program rules, regulations and how to enroll are available at EnergyRight.com/smartthermostat.

BrightRidge In Your Community

With construction season in full swing, you may see BrightRidge employees in your neighborhood performing work on our electrical facilities. To easily identify our employees and verify your security, our employees:

- wear uniforms that are branded with the BrightRidge name,
- have company-issued identification with their name and picture, and
- drive company vehicles that are marked with BrightRidge decals.

If you're ever in doubt, you can ask for their identification or call our offices to verify work in your area.

Don't Post On Utility Poles!

Although posting a sign on a utility pole seems innocent, it creates serious safety hazards. Nails, tacks, and staples left on poles can puncture a line worker's protective rubber gloves and climbing boots, exposing them to high-voltage lines, slips and fall risks. Signs and flyers can also cover critical safety labels, identification numbers and maintenance markings which can slow down outage repairs and emergency responses.

Beyond all of these safety hazards, it's against the law. Under Tennessee Code, knowingly attaching unauthorized materials to an electric utility fixtures is illegal and can be classified as a Class E felony, resulting in fines and fees.

Please don't post on utility poles and keep our BrightRidge employees safely working for you!



CEO Letter

"You are never too old to set another goal or to dream a NEW DREAM" – C.S. Lewis

BrightRidge is always looking for better ways to serve our customers. A new feature that BrightRidge has initiated is the opportunity to receive text alerts for unplanned outages on our system. This will give you an immediate text notification of an outage. This can be especially helpful if you are away from home. All you will need to do is enable the text alert in SmartHub. If you have any questions, reach out to our Customer Service Representatives.

There seems to be an increase in scammer activity in our community. If you ever have any doubts about a call, email, or someone coming to your home or business, call our office for clarification and verification. There is additional information related to this in this newsletter.

Our folks here at BrightRidge care about our friends, neighbors and families. Their dedication to you is foremost in their minds each day. Our goal is to provide you with the best products and services, whether they are electric or broadband. We want to thank you for allowing us to be your provider.

May your summer be filled with creating memories with your family and friends.

"Only those who risk going too far can possibly find out how far one can go." – T.S. Eliot

BrightRidge Broadband News: Celebrating Fiscal Year Milestones & Looking Ahead

As our 2026 fiscal year came to a close on June 30, we wanted to take a moment to look back at everything we have accomplished together. Thanks to dedicated infrastructure deployment and community support, BrightRidge has achieved historic growth in connecting our region.

Bridging the Rural Digital Divide. Through our Middle Mile grant partnership with the Tennessee Department of Economic and Community Development (TN-ECD), we officially completed network construction to **2,067 homes** that previously lacked high-speed internet.

Residents in **Fall Branch, South Central, Lamar, Bowmantown, Buckingham Road, and Mill Springs** across Washington and Greene counties now have access to our nation-leading, 10Gig symmetrical Broadband services. This infrastructure provides superior connectivity compared to most of the American public, empowering families to easily stream remote education, telecommute for work, access telehealth, and thrive online.

Exceeding Our Goals. In addition to our grant-funded projects, we extended our network reach to an additional **2,829 homes and businesses** over the last 12 months, supporting new construction and neighborhoods adjacent to our existing footprint.

When BrightRidge launched our original 8-phase Broadband rollout plan in FY 2019, our first budget projected passing 41,260 locations by the end of FY 2026. Because of efficient scaling and hard work, we wrapped up FY 2026 with **55,034 locations passed**—surpassing our initial projections by nearly 13,000 locations!

What's Next for FY 2027? Our new fiscal year began July 1, and we are carrying this momentum forward. This year, we will begin fiber construction on the TN-ECD's Broadband Equity, Access, and Deployment (BEAD) Grant for the "Washington 2 Area," bringing service to approximately **488 locations** in Eastern Washington County. Alongside these grant-matched builds, we plan to expand services to more than **1,200 additional homes**.

Through all this growth, our core mission remains unchanged. We are proud to provide you with the most reliable services available at competitive prices, backed by local customer support. Best of all, we have achieved all of this while **never raising our Broadband rates and locking them in through 2030**.

Thank you for being a valued BrightRidge customer!



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