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MI-Connection Hires Auger to Spearhead Transition **Former Time Warner Division President is a cable veteran with a record of success**

MOORESVILLE, N.C. – Mooresville and Davidson’s state-of-the-art cable, Internet and telecommunications system has hired a cable veteran with a record of success to spearhead its transition to local control and operation.

At a special meeting Wednesday morning, the MI-Connection Board of Directors voted 4-0 to approve a contract with David J. Auger of the Auger Media Group, LLC, to serve as the consultant who will facilitate the system’s transition from operation by Bristol Virginia Utilities to local operation.

The announcement comes on the heels of the board’s December 2010 signing of a Memorandum of Understanding (MOU) with BVU, the provider that has managed the system since its inception in December 2007. The MOU announced MI-Connection’s intention to bring local employees and most services in-house, which will result in BVU moving from operator to service vendor.

Board member Dawn Huston, chair of the board’s hiring committee, said the board is pleased with their selection. “The board is highly confident that Dave’s leadership will lead to a smooth transition to drive MI-Connection’s growth and service within our communities,” she said.

Chairman John Kasberger said he knows the board chose the right person for the job. “Dave is an experienced industry expert who has the vision and know-how to keep us moving in the right direction,” he said.

Auger began his career with Warner Amex Cable and ultimately served as the Director of Marketing at the company’s corporate office. In 1988, he took a position with Jack Kent Cooke as their Vice President of Marketing with oversight of sales, marketing and programming for the company’s 54 cable properties.

From 1989 to 1994, David served as the Publisher of The Los Angeles Daily News, where he managed a budget of \$105 million and a staff of over 1,200. From 1994 to 1995, Auger was one

of the executives responsible for the development and launch of a wireless cable operator in Southern California that ultimately sold to Pacific Telesis for over \$180 million.

Auger also worked for Time Warner from 1995 to 2006, first as the vice president/general manager of Northern Los Angeles and then as Division President for Minneapolis, where he oversaw a successful system rebuild.

In 2001, Auger transitioned to president of Time Warner's Charlotte division. In this role, he oversaw finance, marketing, sales, customer service, I.T., human resources, technical operations, engineering and annual revenue of \$360 million. He led the organization restructure, increased subscribers, digital customers, data customers and improved cash flow while launching a variety of new products and services.

Since leaving Time Warner in 2006, Dave has owned and operated his own consulting and investing firm, Auger Media Group, LLC, where his major client was Charlotte-based American Broadband. He served as the company's Chief Operating Officer (COO) and was responsible for acquiring and managing multiple cable television operations. He successfully developed a cluster of systems with 40,000 customers under contract and another 50,000 at various stages in the pipeline.

Auger said Wednesday that he is eager to tackle his new role with MI-Connection. "This transition implemented by the board to a locally-run broadband network is key to unlocking this system's full potential," he said. "I look forward to overseeing this process and getting it done as quickly as possible."

For more information on MI-Connection, visit www.mi-connection.com.