

Tenacity

Monthly Newsletter

Cal.net

View from Cal.net's Pine Hill tower.

CEO's Corner

Valued Customer and Reader,

Our newsletter is back after a long hiatus, and this month it is all about our network upgrades and what they might mean for you. Our technicians have been sweltering in the summer heat working to upgrade parts of our network, and now many of our customers can reap the benefits of that work.

So read on to discover if you can benefit from these upgrades.

Sincerely,
John Lane
CEO
Cal.net, Inc.

Fixed Wireless Versus the Mobile Phone:

Why Cellular Internet ISN'T for You

In a time of rising mobile technology, it seems most fifth graders have 4G enabled smart phone with mobile Internet. Mobile phone users can stream TV, movies, and music directly to their mobile devices. As 3G and 4G become more readily available, a common question Cal.net receives is, "Why is Cal.net's service better than the Internet on my phone or mobile hotspot?"

The answer is simple, your mobile phone or device comes with a data cap, Cal.net doesn't. According to PC Magazine, "Video and online gaming apps will cut into your data allotment quickly. Use mapping and navigation apps sparingly." For users...

(Continued P.3 - "Wireless")

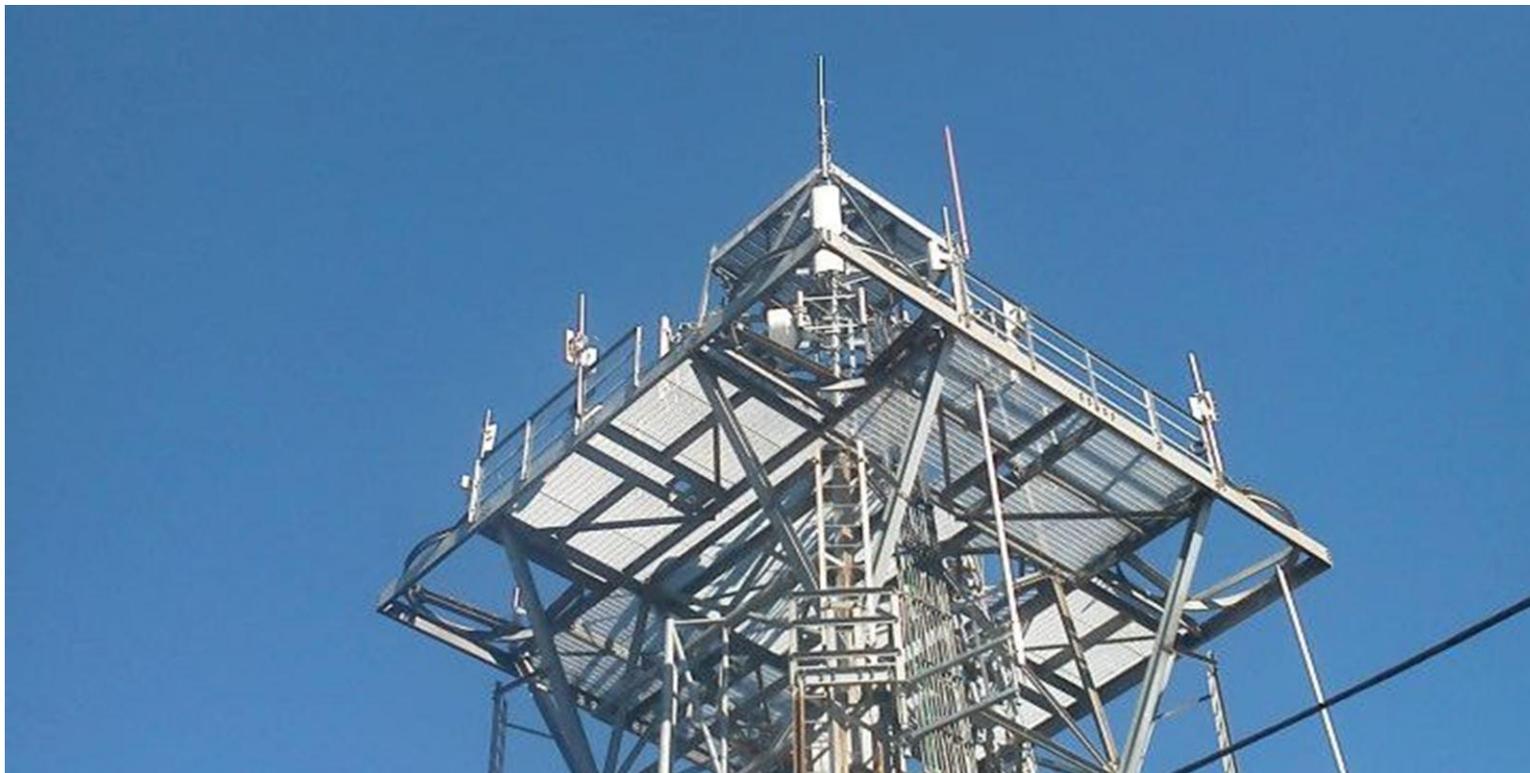
Cal.net Upgrades its Network

Advances in Technology Enable Speed Improvements

Over the past several months, Cal.net has been investing in technology upgrades for select tower sites throughout the county. This technology increases the bandwidth limit of qualified customers from a cap of 3 Mbps to as high as 10 Mbps.

These upgrades include licensed backhuls that serve as the information highways, and licensed connections to customer homes. Because of these upgrades, thousands of homes throughout...

(Continued P.2 - "Upgrades")



Cal.net leased tower space where core network upgrades are being provided for El Dorado County.

“Upgrades” (continued)

...El Dorado County now qualify for Cal.net's upgraded WiMAX Internet service.

Because of significant improvements in the delivery of wireless signal, the signal and service is more consistent and less affected by overall network loading, which means more speed, more reliably.

In addition to this exciting development, this has also enabled Cal.net to provide more bandwidth to its existing customers. For example, if you were Wireless Express Customer before, Cal.net provided you up to 3 Mbps of service for \$84.95 per month. Now, because of the amazing new backhauls and delivery system, Cal.net has automatically increased your speed by 33% and provides you up to 4 Mbps of download speed!

Cal.net continues to improve its networks and Internet Service. We are excited to develop our relationships with the residents of El Dorado County by providing quality Internet service to the underserved.

Free Internet Access!

As we prepare to deploy the latest in wireless Internet technology, Cal.net is working to increase its visibility in Placerville, Lotus, Coloma, Cameron Park, and throughout El Dorado County. As a part of this effort, we want to remind our customers about our referral program.

The program is as easy as 1, 2, 3!

1. You tell your friends and family about Cal.net's Internet Service and remind them to mention you when they sign up.
2. Our highly professional staff will check their home for service availability and schedule a FREE survey and install.

(Continued P.3 - “Internet”)

“Wireless” (continued)

...looking for a simple browsing function on a small mobile screen, data caps have not been a historic concern. However, in the 21st Century, most users don't casually browse webpages, they watch YouTube videos, email pictures, share on Facebook, and of course, download movies and music.

The average mobile carrier's data cap is 2 GB and it comes with a 2 year contract. That may seem like a lot, and the mobile phone company will tell you that it is enough, but when you consider the average movie can be 1 GB itself, then suddenly that data plan doesn't seem like so much. When you combine that with the unreliability of mobile wireless signal and the fact your speed can be reduced by heavy network traffic, it becomes clear another solution is needed.

Cal.net provides fixed wireless high speed that is based from dedicated tower sites that use encrypted protocols to “beam” the Internet into your home. Using our service, you will never have a data cap or limit on the amount of Internet content you are allowed to access. Because we provide a full-fledged Internet service, you can also set up home routers and connect multiple computers to our network. All of this service and functionality is built in, and to top it off, Cal.net doesn't trick you with promotional rates or long term contracts.

In addition to a superior product, we also provide customer support from our local, El Dorado County office. A mobile carrier will route you through phone trees until the frustration of talking to machines becomes as great as the problem you are calling about. At Cal.net, option 2 in our call in menu will always take you straight to our live, local support team who will promptly help you with any difficulty.

At Cal.net, we take tremendous pride in our superior Internet products and our excellent customer service. Cal.net doesn't trick you with promotional rates or lock you in to long term contracts. We rely on quality service and support to keep our customers happy and satisfied.



Cal.net technician upgrades equipment at a Lotus area tower.

“Internet” (continued)

3. Our trained technicians will come to their home and confirm wireless internet service is available. If it is available, then the technician will install new high speed wireless Internet on the spot!

Once service is connected to your referral, your account will be credited for \$39.95. That's it! No contracts or annual plans. Just old fashioned customer service and the latest in wireless Internet technology. Cal.net has no caps on its referral program, and so the opportunity exists to fund your entire Internet experience by referring friends and neighbors.

Feel free to give us a call if you would like to hear more about our promotions, programs, or to learn about upgrading your own Internet service.