



24 S. Minnesota Ave. • Cape Girardeau, MO 63703 • (800) 455-1608

January 31, 2013

Dear Valued Customer,

We greatly appreciate your patronage with Big River Telephone. Over the years we have provided first class customer service with cutting edge technologies while maintaining our commitment to fair pricing. This commitment to excellence is embodied in our mantra of Real People, Real Service, Real Simple.

RATE CHANGE

Providing quality service for over a decade has not come without its challenges. For the last decade we can say with much pride that we have been able to fully absorb cost increases without passing them on to our customers. As those of you who have been with us from the beginning can attest; we have never raised our rates. Regrettably, we have reached a point where it is no longer feasible for us to continue to provide service at current rates for your service arrangement and due to the size of the cost increases, we have been forced to increase rates accordingly.

BACKGROUND

As you may know, Big River provides service to some of its customers using the network services of AT&T. This is the case with the service we provide to you. Over the past four years, AT&T has increased both their wholesale and retail monthly rates by as much as 150%. These cost increases make it uneconomical for us to continue to offer our services over AT&T's network at our current rates.

WHAT YOU CAN DO

Unless we hear from you, we are increasing your total monthly service plan to \$44.44 per month, and have added unlimited long distance calling in the domestic U.S., as well as our most popular line features. This new plan will go into effect on March 2, 2013. We do have alternative service plans as low as \$24.95 per month for households that have high speed Internet. Call us to see if you qualify for these or other plans that better meet your needs!

Again, we cannot express our gratitude enough for choosing Big River for your telecommunications needs and regret this necessary change. We hope to continue to meet your future needs. Please call us at 1 (855) BIGRIVER to discuss.

Sincerely,

Chris Foeste
General Manager