



History

Superwire executed an agreement in 2004, but due to Adelphia (the cable provider at that time) the launch of the first cable supplied to LWSB was July 2007. Since 2007, Superwire has:

1. Invested in installing fiber-optic cable
2. Purchased phone system for GRF, and lowered GRF's bill in half!
3. Built wireless infrastructure throughout LWSB
4. Implemented the LWSB TV Channel
5. Purchased and Gifted the Digital Sign for use by Community
6. Invested over \$1.0M in LWSB infrastructure: Not recouped yet.
7. Purchased and installed SuperWire office building
8. Entered into a 180 month land lease for our office, ending 2022
9. WE WANT TO CONTINUE TO SUPPLY OUR SERVICES THROUGH 2022 UNDER THE ORIGINAL AGREEMENT.

What is Floating Bulk Pricing

- **Bulk Cable Pricing:** is when an entire complex/facility (LWSB) agrees to provide cable to EVERY unit, and every unit pays a "Bulk" discount rate. There are no exceptions: every unit receives cable at the Bulk Rate, and the consumer may not decline this expense.
- **Floating Bulk Pricing:** This is the type of agreement Superwire negotiated for LWSB. Floating bulk is a "Bulk" discount rate, but each unit has the option to accept or decline the cable service. This type of agreement is no longer possible. When the Superwire contract ends, there is no chance of obtaining a floating bulk agreement.

What We Do

- Installations, training, and support for residents with any and all needs
- Billing questions
- Enrolls new customers
- Helps customers with cable billing
- Coordinates cable equipment needs (ie set top boxes, remotes, etc)
- Technical support
- Installing and disconnecting Cable Boxes and Modems,
- Rebooting Cable Boxes and Modems, ...adding to their satisfaction with our marketing partnership.
- Free training/demonstrations on how use remote, On Demand, and how to record.
- Reprogramming Remote Controls, Connecting DVRs, DVD players,
- Provide phone interface between Spectrum and Leisure World customers
- Non-English speaking customers regarding bills,
- Hearing loss, mental cognition issues, language barriers and also don't understand the technology vocabulary of today.
- Eliminating problems for aging customers is very important part of our service. We can usually send help the same day.
- Our staff is able to take time to listen and patiently assist residents; it is trusted and highly regarded by residents of Leisure World. They are grateful there is an office on the grounds that they can turn to for help. On the average, we provide in-person, phone or at-home assistance to approximately 15 - 25 residents per day.



- Our office is supported by 11 employees – an Office Manager, 8 clerks, and 2 field techs (clerks and field techs are Leisure World residents).

SuperWire’s Additional Contributions

- \$1500 per month building lease to GRF
- Superwire Employs 11 residents
- Sponsor LWSB Events Every Year
- Contribute to other LWSB Activities
- Residents Will Be Affected the Most
- Maintains/hosts phone system in our computer rack
- Maintains and provides the LWSB TV Channel

Superwire/GRF/Spectrum Fees

- \$29.50 current monthly rate (x 4000 LWSB Subscribers) = \$118,000/month
 - 5.0% to GRF = \$1.48 = \$5,920 per month
 - 7.0% to SW = \$2.06 = \$8,240 per month
 - 88.0% to Spectrum = \$25.96 = \$103,840 per month

If Superwire Agreement is Terminated:

- Current Basic Cable is \$29.50. Competitor pricing: \$60.00 for a comparable basic service
- \$60.00 - \$29.50 = \$30.50 increase in monthly expense to each resident
- Multiplied by 4000 residents
 - = \$122,000 INCREASED expense to RESIDENTS: \$1,464,000 per year
 - = \$4,392,000 unnecessary burden on residents over the next 3 years

**Since 2007 when we started supplying cable:
Saved community (residents) over \$1.0M per year x 12 years (Over \$12.0M)**

During August 2018...

- Over 200 In-office visits by residents (10 per day x 5 x 4)
- Over 400 Phone calls from residents (20 per day x 5 x 4)
- Over 200 In-home visits for residents (10 per day x 5 x 4)

Final Points

- SuperWire is Crucial to the Community
- We want to retain the role supporting the community
- This essential set of services Superwire supplies to LWSB will cease if SuperWire leaves.
- Bulk Service can continue, but no other cable provider will be able to replicate our current contract ever again, unless federal laws (FCC) change.

Please contact Lou Lipschultz, Executive Vice President of Superwire with any questions: 925-890-9260