

Rainbow Communications Reaches Agreements with Most Local Broadcasters

December 31, 2008

Everest, KS—

Rainbow Communications has reached retransmission agreements or extensions with fifteen local broadcasters for continued carriage of their channels on the Rainbow Communications cable television system.

A retransmission agreement was not met with KCTV 5 (CBS) out of Kansas City. Rainbow Communications will be required to remove KCTV 5 and KCTV 5 HD from all of its cable television systems. Rainbow Communications was able to reach an agreement with KQTV from St. Joseph for carrying KQTV to its cable systems in Doniphan County, but was unable to come to an agreement for carriage in Brown, Atchison, or Nemaha counties.

Kansas City's KMCI-38 will replace the KQTV-2 slot on Rainbow's channel 3 on the systems in Brown, Atchison, and Nemaha counties; and MyNetwork TV will replace KCTV-5 on channel 5. KCTV-5 HD local channel 200 will not be replaced since Rainbow Communications has alternate CBS HD programming. For more information on KMCI-38 and MyNetwork TV, you can view their websites at mynetworktv.com and 38thespot.com. These channel changes will take place on December 31, 2008.

"It is unfortunate that we were not able to keep the same lineup that we had before, but we will still have access to all the major networks in standard and high definition" said Jason Smith, Rainbow Communication's Director of Marketing "The additions of KMCI 38 and My Network TV will provide our customers with additional entertainment options and variety".

Rainbow Communication customers may also view the channel changes or print a new channel line-up from their website rainbowtel.net.

Rainbow Communications is a Telephone, Internet, and Cable Television provider in Northeast Kansas based out of Everest, KS. Rainbow provides Telephone, Internet and/or Cable Television service to the communities of Baileyville, Bendena, Bern, Denton, Effingham, Elwood, Everest, Fairview, Goff, Hiawatha, Highland, Horton, Huron, Morrill, Muscotah, Powhattan, Reserve, Robinson, Sabetha, Seneca, Troy, Wathena, Wetmore, White Cloud, Whiting and Willis.