

## **For Immediate Release**

### **Yonder Media's Unique Business Model Perfect for Rural America**

**Reno, Nevada – July 2011** — Deploying a business model that focuses on being technology agnostic, operationally efficient, and viewed as the “local” provider by residents, is a recipe Yonder Media employs with success.

The broadband gap in America is not closing as fast as most would like, and certainly not as quickly as speed improvements are being made in larger urban markets. Living in the suburbs and obtaining a 20-40 megabyte connection is now expected by most residents. Obtaining 768 kbps in rural America is often considered a privilege, and it can cost as much as the 20-40 megabyte connection in suburbia.

As many as one in 10 Americans lack Internet connections fast enough to engage in common online activities as watching video or teleconferencing, and two thirds of schools have broadband connections that are too slow to meet their needs, the Commerce Department reported earlier this year. About 28 percent of rural America, or nearly 19 million people, lack access to Internet with speeds of three megabits per second or faster, compared with only 3 percent, or 7.2 million people, in non-rural areas, according to an FCC report titled "Bringing Broadband to Rural America."

Yonder Media plans to be one of the leaders in a crowded space to help drive change. Led by several Silicon Valley executives with a penchant for taking start-ups to success, they feel their business plan can compete against the several thousand mom-and-pop wireless service providers currently servicing rural markets throughout the country.

“Our success is built upon entering markets through acquisition to deploy a stronger technological and operationally sound strategy than most smaller operators currently have. But the real strength is to retain local management to keep that face of the community and build trust with subscribers”, states Craig Vallarino, CEO of Yonder Media.

Yonder Media is the growing enhanced services provider exclusively committed to enriching the lives of rural Americans through cost-effective, wide reaching and dynamic wireless broadband

services. Based in Reno, Nevada, Yonder Media, through its operating company, Yonder Wireless, today serves communities within the western United States. For detailed information, visit: [www.yondermedia.com](http://www.yondermedia.com).

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