



April 20, 2023

Future Firefly Customer
«number» «streetname» «streettype»
«city», «state» «zip»-«zipplus4»

Dear Future Firefly Customer,

We have great news to share! **Firefly Fiber BroadbandSM internet and phone services are coming to your area, and we are taking the first step necessary to build the fiber in your neighborhood!**

Contractors driving white pickup trucks or small SUVs will be in the field to gather data about existing electric infrastructure. Vehicles will be clearly marked with Firefly contractor signs.

Data collection is the first step of many in the fiber build. Once the data is compiled, engineers will begin the fiber design. Contractors will return to the field to perform make-ready tasks and then build the fiber. Splicers will follow to prepare the fibers for the service drop to individual homes of those who have registered. **This is a large infrastructure project with all underground construction and the schedule is tentative based on permitting, weather, and other factors. We anticipate the first connections will begin this winter.**

You won't want to miss your chance to pre-register and waive your \$100 installation fee! Simply let **Firefly know that you plan to take internet or phone services**—pre-registration requires only your name, address, email, and phone number. Firefly will only build service drops to the homes that are pre-registered, so visit our website at www.fireflyva.com and click the yellow "Check Availability/Pre-Register" button in the top right corner of the website to get started.

Firefly offers lightning-fast internet and crystal-clear phone service, from a company that is *Fair, Honest & Reliable*. In addition to high quality services and low prices, you will also love all the fine print: *no contracts, no usage caps, no service slowdowns, and no hidden fees or "special introductory pricing" for your internet and phone base that increases later.*

Firefly Fiber BroadbandSM is a wholly-owned subsidiary of Central Virginia Electric Cooperative and is headquartered in Palmyra, Va. Through its Regional Internet Service Expansion (RISE) Project, Firefly will expand its service territory to other electric utility customers to reach the goal of universal broadband access in central Virginia. This program/project was funded/supported in collaboration with the Commonwealth of Virginia's Telecommunication Initiative.

We hope you will come fly with us at Firefly!

- **Special Offer: Save \$100 with FREE INSTALLATION when you pre-register at fireflyva.com**

RESIDENTIAL SERVICE OPTIONS

Light 100 Mb/second internet - **\$49.99/month**
Flash 1 Gb/second internet - **\$79.99/month**
Firefly Phone - **\$34.99/month**
Whole Home Wi-Fi - **\$5.99/month**

**If service is not accepted after the drop is constructed to your home, or if you decide to connect at a later date, the \$100 installation fee will be assessed.*