

PRESS RELEASE



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For More Information, Contact:
Janell Hauck
Phone: 701-344-6012
Email: jhauck@drtel.com
drnreaditech.coop

DRN ReadITech announces TV price increase March 1 due to rising programming costs

Ellendale, ND—On March 1, DRN ReadITech customers who subscribe to the Ultimate Family Pak, with 200 all digital channels, will see a price increase of \$4.99 per month. This price increase does not affect Valu TV or Premium Paks. Large media companies continue to increase fees, forcing cable TV providers, like DRN ReadITech, to raise the rates to cover these increased prices.

New to the Ultimate Family TV lineup is Newsmax TV on channel 289. For subscribers in the Ashley area, channel 126 now airs the favorites of Heroes & Icons. Included with DRN ReadITech TV subscriptions is WatchTVEverywhere, giving viewers access to watch recent episodes when and where they want on any smart device connected to the Internet. Login at: WatchTVEverywhere.com.

A handful of corporations who provide broadcast TV and sports content require TV providers to carry all channels, including those less popular, while demanding higher fees. DRN ReadITech works to negotiate the best channels at the fairest price. Get more information on: tvonmyside.com.

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About DRN ReadiTech

Located in Ellendale, N.D., Dickey Rural Telephone Cooperative was established in 1950 and was the first telecommunications cooperative in North Dakota. Today, it is marketed as DRN ReadiTech and serves high-speed Internet, phone, and TV services via fiber-optics to approximately 11,000 cooperative members, plus provides technology and IT support service in southeast and southern central North Dakota. DRN ReadiTech is currently expanding to bring fiber-optic service to Mapleton and Casselton. Learn more at: drnreaditech.coop and readitech.com.