

Prime Media Expands North Carolina Markets By Partnering With North State

February 25th, 2015—Smithfield, VA Prime Media and North State in High Point, NC have reached a representation agreement for local and national ad sales on North State's all digital video platform in the Greensboro/High Point/Winston-Salem DMA market. Offered for the first time on North State's television networks, such as ESPN, Fox News and others, the platform will give the business community a highly-targeted audience exclusively available in North State's footprint. Utilizing Digital Adware's AdSync solution, advertisers will have the ability to insert on SD and HD networks, ensuring that 100% of the intended audience will see the ads.

About North State:

North State provides homes and businesses with Gigabit speeds on a fiber optic network that includes TV, Internet and communication services. Through their wholly owned subsidiary, DataChambers, North State provides best-in-class data center collocation, cloud, managed data, and disaster recovery services to enterprise customers. Find out more at NorthStateFiber.com or DataChambers.com.

About Prime Media Productions:

Prime Media is a visual communications company specializing in cable network advertising for small to medium cable providers. Prime Media's market niche has been small, rural systems, giving local advertisers the ability to affordably advertise on cable TV where most other advertising outlets are way out of their budgets. Founded in 1990, Prime Media, headquartered in Smithfield, Virginia, represents 1.5 million network subscribers in 16 states, coordinating local, regional and national ad sales for its cable operator clients.

About Digital Adware:

Digital Adware is a wholly-owned subsidiary of Prime Media Productions and is the game-changer in making ad insertion accessible and affordable to tier 2, 3 and 4 cable TV providers. Founded in 2011, the AdSync solution is now deployed in over 60 systems in the U.S. and Latin America. Because of its unique splicing architecture, the AdSync solution is not just an inserter that requires connection to a cherry picker, thus increasing the start-up costs of launching ad insertion as well as ongoing licensing fees to make the cherry picker ad insertion "capable."

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