

## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

#### **Prime Media Productions announces strategic partnership with Panhandle Telephone (PTCI).**

7/28/2014 At the Independent Cable Show, Kansas City, Missouri. Prime Media has partnered with PTCI to represent local and national cable TV advertising, in the Oklahoma Panhandle. The partnership increases Prime Media's reach to 14 states and deploys its proprietary insertion solution, capable SD and HD insertion without the need for ongoing licensing fees associated with ad insertions processors. PTCI establishes a new sales territory for prime media to develop a strategic cluster with other cable systems by creating a "Superzone" that makes it easy for advertisers to purchase air time.

#### **About PTCI**

PTCI is a leading provider of telecommunications services in the Oklahoma and Texas Panhandles with headquarters in Guymon, OK. The company has been operating since the 1950s. Visit [www.ptci.net](http://www.ptci.net) to learn more.

#### **About Prime Media Productions**

Founded by company President, Walter Staniszewski, Prime Media has offered local merchants advertising opportunities on cable television systems since 1990. This win-win proposition for both advertisers and cable systems has allowed Prime Media to grow from one system to over 55 cable systems nationwide. Additionally, Prime Media also offers Support+, a complete back office solution for cable systems with an existing advertising sales staff. Prime Media also founded Digital Adware, a company dedicated to manufacturing reliable, competitively-priced Ad Sync digital ad insertion servers for the cable and IPTV industry.

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