

## **Prime Media Expands In South Carolina By Signing Representation Agreement with FTC**

January 8th, 2016—Smithfield, VA Prime Media Productions, a leader in the cable TV ad sales industry, has reached a cable TV advertising representation agreement with Farmers Telephone Cooperative, Inc. (FTC), serving the Sumter and surrounding areas. As an independent provider of cable TV ad sales, Prime Media builds strategic partnerships with cable providers and adding FTC to a growing footprint in South Carolina will have a positive impact on sales for national, regional and local advertisers. In addition, Prime Media will expand the number of SD and HD networks available for ad insertion, offering more coverage and better customization for advertisers to reach their targeted audience by deploying a proprietary ad insertion solution, AdSync, by Digital Adware. As part of the agreement, the AdSync solution is supplied by Prime Media at no cap-ex to FTC.

### **About Farmers Telephone Cooperative, Inc.:**

Founded in 1951, Farmers Telephone Cooperative, Inc. is a local, multifaceted telecommunications company headquartered in Kingstree, S.C. Serving more than 60,000 customers within a coverage area of 3,000 square miles, FTC provides cutting-edge technology to businesses and residents of Clarendon, lower Florence, Lee, Sumter and Williamsburg counties.

A veteran of the telephone industry, FTC has evolved into a state-of-the-art organization, offering phone, digital TV, Internet, security and wireless. Customers can choose from a wide array of products and services at any of the company's eight full-service business offices.

Two affiliate corporations fall under FTC's umbrella; namely, FTC Communications, LLC (FTC Wireless), and FTC Diversified Services (DSI), LLC.

### **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, inserts commercials on over 1,400 networks in 19 states, coordinating local, regional and national ad sales for its cable operator clients with a proprietary digital ad insertion solution through Prime Media's subsidiary, Digital Adware, Inc.