

NEWS RELEASE

FOR IMMEDIATE USE
ATLANTA, GA.
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The WeatherFone®

**ELLIJAY TELEPHONE COMPANY TO USE TIME & TEMPERATURE
FOR SELF-PROMOTION IN FOUR SEPARATE MARKETS**

Ellijay Telephone Company (ETC) headquartered in Ellijay, Georgia continues its market expansion into nearby areas. As ETC begins competitive service in neighboring communities after being the 100+ year ILEC in Ellijay, Marketing Director Barry Pritchett is using time and temperature equipment provided by WeatherFone® to help establish the company's presence.

ETC is purchasing two additional time and temperature service units for placement in the north Georgia service areas of Blue Ridge and Ball Ground during the month of May. These units were acquired less than two weeks after installation of a WeatherFone® system in Ellijay, replacing long-time provider Audichron®.

WeatherFone® began its relationship with ETC a few years ago when ETC first began providing competitive phone service in Jasper, GA., a community that is roughly midway between Atlanta and Ellijay.

Not only will ETC use the WeatherFone® equipment for rotating promotional announcements about the company and its services, it will also be utilizing the full capabilities of their WeatherFone® units that is unavailable on competing equipment.

The equipment has been set-up so that while several lines will accommodate time, temperature and weather, an additional line will provide callers with information about activities in their respective community while, simultaneously, children will call a *different* phone number and hear a story that has been recorded by the local library. ETC also plans to use the equipment's looping audio capability to feed material to the head-end of their cable television system as background audio on one of the television channels.

As an additional money-saving consideration, a 2nd looping audio path will feed material to the company's business office PBX for message-on-hold thereby relieving the need for an on-going service contract with an outside MOH provider.



For more information on WeatherFone GPS® contact

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