



Viamedia Announces Exclusive Partnership with Hawaiian Telcom

Viamedia Continues Company Expansion with Exclusive Sales Representation in Hawaii

LEXINGTON, KY, March 11, 2014 – Viamedia, the television industry’s leading independent provider of outsourced local television advertising services on behalf of Pay-TV companies, today announced its exclusive partnership with Hawaiian Telcom. Beginning May 26, Viamedia will serve as the company’s exclusive representative for all media sales and plans to launch on 36 networks with all high-definition compliments. Hawaiian Telcom is Hawaii’s leader in integrated communications and emerging entertainment solutions for business and residential customers.

“As Hawaiian Telcom’s exclusive representative for all media sales, together we will deliver strategic advertising solutions with our best-in-class customer service and product offerings,” said Mark Lieberman, President and CEO, Viamedia. “Viamedia and Hawaiian Telcom share a mutual commitment to customer service, and we are thrilled to represent such a stellar organization.”

Distributed on Hawaiian Telcom’s IPTV video platform over its next-generation fiber network, Viamedia will align sales with Hawaiian Telcom’s TV expansion on Oahu. As the exclusive representative for all media sales, Viamedia’s experienced sales team will work with local businesses to drive revenue through strategic advertising offerings.

“Viamedia is recognized throughout the industry for their sales team’s track record of success and relationships with local advertisers that are second to none,” said Jason Fujita, vice president – consumer sales and product marketing, Hawaiian Telcom. “Working with Viamedia as our exclusive media sales representative, we can further leverage our video platform to provide attractive advertising opportunities to Hawaii businesses and an additional source of revenue for Hawaiian Telcom. We look forward to working with Viamedia as we continue to deliver leading advanced products to our customers.”

ABOUT VIAMEDIA

Viamedia is a leading provider of outsourced local advertising sales services. The company specializes in selling DMA-based advertising to local, regional and national advertisers on behalf of U.S. cable and telecommunications service providers, utility companies and municipalities. For more information on Viamedia, visit www.viamediatv.com.

ABOUT HAWAIIAN TELCOM HOLDCO, INC.

Hawaiian Telcom Holdco, Inc., headquartered in Honolulu, is Hawaii's leading provider of integrated communications solutions for business and residential customers. With roots in Hawaii beginning in 1883, the Company offers a full range of services including voice, video, Internet, data, data center services including colocation and virtual private cloud, wireless, and advanced communication and network services supported by the reach and reliability of its network and Hawaii's only 24/7 state-of-the-art network operations center. With employees statewide sharing a commitment to innovation and a passion for delivering superior service, Hawaiian Telcom provides an Always On customer experience. For more information, visit hawaiiantel.com/tv.

CONTACTS

For Viamedia

Dan Jackson, 415-490-3584

Dan.Jackson@Grayling.com

###