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
Rural Communications Announces Expansion of Digital IP Services to Southwest Michigan

[PRNewswire](#)

(01/03/2006 10:00 AM EST)

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 REPRINTS

THREE RIVERS, Mich., Jan. 3 /PRNewswire/ -- Rural Communications today announced that it will be offering a full complement of B2B services to commercial customers outside of St. Joseph County in early 1st Quarter 2006. The company, which was funded by the United States Department of Agriculture (USDA) with a low-cost loan in January of 2005 to build an IP Network throughout St. Joseph County, has completed its build-out. The loan provided the means to complete a state-of-the-art IP Network that can deliver IP from the customer premise to the Public Network.

Rural Communications President and CEO Gerald Ludwick said the company is now moving from the construction phase to the customer acquisition phase. During the construction phase of 2005, we marketed fairly heavily to the residential customer and have seen steady sales in this market segment. Consumers seem very responsive to an offering that combines voice and broadband over a single connection with significant cost savings.

"We are excited to be able to focus on not only the St. Joseph County businesses but to be able to deliver high-quality business solutions across the entire Southwest Michigan and even into northern Indiana," said Ludwick.

Rural Communications' strategy for delivery of Digital IP is to eliminate the need for multiple carrier networks that are using outdated technology and replace the outdated technology with IP-based technology that is managed by a single company. This strategy dramatically increases the Quality of Service (QOS), Availability and Cost Effectiveness of our end product to the consumer.

Businesses are attracted to VoIP technology because it simplifies access for voice, data and the Internet so that companies can reduce the amount of devices they need to purchase and manage.

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Web site: <http://www.ruralcommunications.net/>

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