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NEWS RELEASE

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2 Wisconsin Local Telephone Companies Celebrate 100 Years

MADISON – On Friday, August 15, 2008, two Wisconsin-based local telephone companies proudly celebrated 100 years of service with their customers, employees, local elected officials and state legislators. An estimated 2,100 citizens, including state Sen. Sheila Harsdorf (R-River Falls) and state Rep. Ann Hraychuck (D-Balsam Lake), attended the 100 year anniversary event for Luck Telephone Company (Luck, WI) and Milltown Mutual Telephone Company (Milltown, WI). Both companies are subsidiaries of Lakeland Communications, Inc. (Milltown, WI) and members of the Wisconsin State Telecommunications Association (WSTA).

“WSTA salutes the hard work, dedication and commitment these companies and their employees have given to their customers during the past 100 years,” said William C. Esbeck, Executive Director. “We especially applaud the significant financial investments they have made in their networks, which provides the latest technology and offers the highest quality telecommunication services. WSTA member companies continue to provide the infrastructure needed to keep the Wisconsin economy and job market competitive in a global economy.”

Approximately 90% of Wisconsin's telephone exchanges have Broadband capabilities, including customers in all urban, suburban, and rural exchanges. In addition, approximately 85% of WSTA member company customers can order Broadband products today. Broadband and the feature rich telecommunication services that can be layered on top are vital to the success and prosperity of the public and private business sectors and the residents of the State of Wisconsin.

WSTA is a Madison-based trade organization representing 70 Wisconsin local telephone companies, Internet Service Providers (ISPs) and wireless carriers.