



M.O.S.T. MONTHLY

The M.O.S.T.® Newsletter A Subsidiary of CableLink

Welcome to our monthly newsletter. Each month we will bring you...

STORY OF THE MONTH

When Sam and Monique Sapp were about to move, they had no idea who their new cable operator would be. They had just disconnected service and the CSR was not able to tell them their new service provider. Then, M.O.S.T.® called and informed Sam about his new cable company, Time Warner/West Valley and set-up an installation date and time. They were very happy that M.O.S.T.® called. This saved them calling around to find their service provider.

The Sapp's were happy with their installation, but the upstairs TV was not working. Also, no information was left about their cable service at the time of installation. This is where the M.O.S.T.® program stepped in. M.O.S.T.® called the customer back to see how the

installation went. On the Sapp's behalf, M.O.S.T.® contacted Time Warner and scheduled a technician to come out. All in all, they are now happy Time Warner customers!

For this tele-transfer, the Sapp's disconnected their service on a Thursday and had a scheduled installation date seven (7) days after with Time Warner/West Valley.



Matt Hamilton, Monique Sapp, Sam Sapp and Tom Mello

Contents

- Story of the Month1
- What is the M.O.S.T.® Program1
- M.O.S.T.® Success Stories and Result Testimonials ... 2
- Additional effective Features of the M.O.S.T.® Program2
- Tele-transfer2
- Teleservices2
- Equipment Retrieval3
- Hamilton Direct3
- Results & Highlights3

WHAT IS THE M.O.S.T.® PROGRAM?

Multiple Operator Subscriber Transfer Program (M.O.S.T.®) is a subsidiary of CableLink, a California-based provider of innovative marketing programs to the telecommunications industry for more than 20 years. M.O.S.T.® evolved from a combination of ideas from several cable operators in the Southern California area that were looking for ways to effectively market to customers when they move into or out of their service areas. This innovative marketing partnership allows operators to quickly and effectively capture relocating customers. Because the program is turn-key, we send a personalized transition letter, offering appreciation for being a valued

customer and a referral to the new cable system, including the operators customer service phone number. This letter will be marked with the outbound service provider's logo to ensure that it is opened and read.

After letters have been sent to potential customers and their services have been disconnected at their old addresses, clients are provided access to information about transfers to their areas. This allows the conducting of additional marketing activities to customers that may not have taken advantage of the M.O.S.T.® transition letter offer.



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ADDITIONAL FEATURES OF M.O.S.T.®

New features have been added to increase the effectiveness of the M.O.S.T.® program. These new tools consist of M-mailer, V-mailer, and Teletransfer, which serve to enhance the ability to efficiently capture and relocate subscribers. The M-mailer is one of the most powerful tools offered in the M.O.S.T.® program. It allows the service provider to send customers a legal-size, letter offering extended services such as telephone, high-speed data connections, new digital tiering, and many other time-sensitive marketing projects. The V-mailer is a time sensitive turn-key postcard sent to an address from which a cable subscriber moved, and now has a high probability of being re-occupied. Lastly, Tele-transfer offers the opportunity to talk to the customer at their old address before they move to their new address to thank them for being a valued customer. Additionally Tele-transfer, as a courtesy, transfers their cable service to their new operator before they move. This allows the cable operator to capture additional subscriber revenues sooner than in the past.

M.O.S.T.® Success Stories and Result Testimonials



*David Auger,
Division President
of Time Warner
Minneapolis, adds,
"We are very impressed
with the results we have
achieved so far with*

*M.O.S.T.® and look forward to attracting
new customers before our competitors can."*

*Dennis Managers, Senior Vice President
of the California Cable TV Association
(CCTA) states,*

"The early bird gets the worm."

TELE-TRANSFER

Launched in May, Tele-transfer is fast becoming the acquisition tool of subscriber transfer. Tele-transfer effectively schedules an install using available system quotas. The call is made the day after the customer calls to disconnect due to move. The customer is still in the outgoing cable system and is scheduled for installation before they have even moved into their new residence. Often times, the customer of the home they are moving to has not even called to disconnect. "You get to the customer fast and it is a great opportunity to offer advanced services," says Mary Gonzalez, Vice President of Marketing at Charter/Long Beach.

Connect rates thus far have been phenomenal. "With a 75% contact rate and 20-25% sale to contact ratio, it makes perfect sense to add this tactic," says Gary Bombalicki, Vice President Sales & Marketing for M.O.S.T.® Teleservices.

For complete pricing and further information, please contact Tom Mello at 818-885-5121 ext. 115

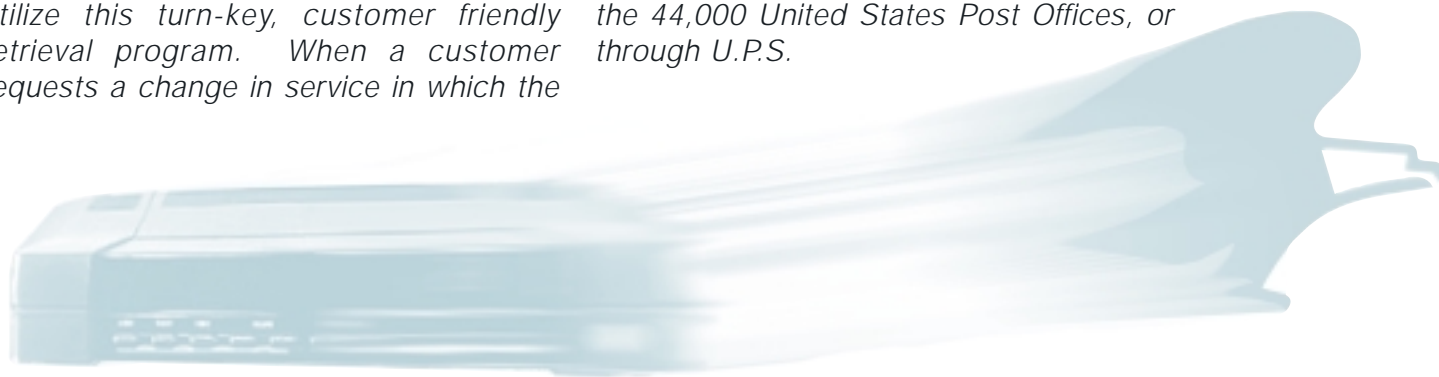
TELESERVICES

At Hamilton Direct, we have a warm and friendly teleservices department that features dedicated telemarketing specialists who have a minimum of ten years of customer service background. Our people here take the time to fully explain new offers from various cable companies to new or existing customers. Each representative makes sure each customer completely understands the offers and answers any and all questions the subscriber may have. The customer service representatives are not pressured to make a sale and therefore accept all responses. Our telemarketing specialists are able to help subscribers moving from one cable operator to another and in addition they set up an installation date at the customer's convenience. Cable companies are therefore able to obtain immediate revenue and they don't have to worry about losing a customer to other venues.

EQUIPMENT RETRIEVAL

The M.O.S.T.® Equipment Retrieval Program was developed after many M.O.S.T.® participants expressed a need for a more convenient and effective way of recovering their valuable equipment from customers who are moving or disconnecting services. Many California cable systems such as Time Warner, Charter, Adelphia, and Daniels Cablevision utilize this turn-key, customer friendly retrieval program. When a customer requests a change in service in which the

provider's equipment will no longer be needed, they are offered the option of receiving an Equipment Retrieval Kit. Within 24 hours, a customized equipment retrieval kit with pre-paid return postage is sent to each customer. Once the customer receives this retrieval kit, it can be packed with the equipment and returned to the provider from any one of the 44,000 United States Post Offices, or through U.P.S.



HAMILTON DIRECT

Hamilton Direct is a leading provider of direct marketing services such as, creative services, printing, database design, mailing lists and processing, laser personalization, processing and maintenance, fulfillment services and consulting. Hamilton Direct's creative services department provides complete design development and management to bring to life its clients'

concepts and produces custom-designed pieces from the ground up. We offer our clients a complete range of commercial offset printing options, placing emphasis on current U.S. Postal Service requirements and marketing effectiveness.

Our 20,000 square foot production and mailing facility offers comprehensive postal preparation utilizing up-to-date technology for projects to meet the requirements of the U.S. Postal Service and assist in saving our customers money. The more technical aspects of marketing campaigns are handled by Hamilton Direct's data management department, which can work independently or with the mail processing department to ensure the highest deliverability at the lowest price.

Hamilton Direct believes that listening to clients and realizing that each client has unique and ever-changing needs is imperative for a successful relationship. Every step of each project is pampered by experienced and highly skilled project managers who possess a genuine regard for its success. This foundation has allowed Hamilton Direct to build and maintain long-lasting relationships with its clients.



GETTING THE M.O.S.T.®

WITH YOUR MARKETING!



Successful 

Efficient 

Effective 

Quick 

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STANDARD
U.S. POSTAGE
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