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## NORLIGHT'S GUARDIANS OF DATA

NORLIGHT TELECOMMUNICATIONS: VOLUME 5, NUMBER ONE- MARCH 2002

# WHO'S NEXT?

## WITH THE INDUSTRY IN TURMOIL, IT MAKES YOU WONDER WHO YOU CAN TRUST.

2001 wasn't the best year for telecommunications. And from what we've seen in the first quarter of 2002, it looks like this year could be equally challenging. In January, two prominent players in the telecommunications industry filed for Chapter 11 bankruptcy protection - Global Crossing and McLeod USA.

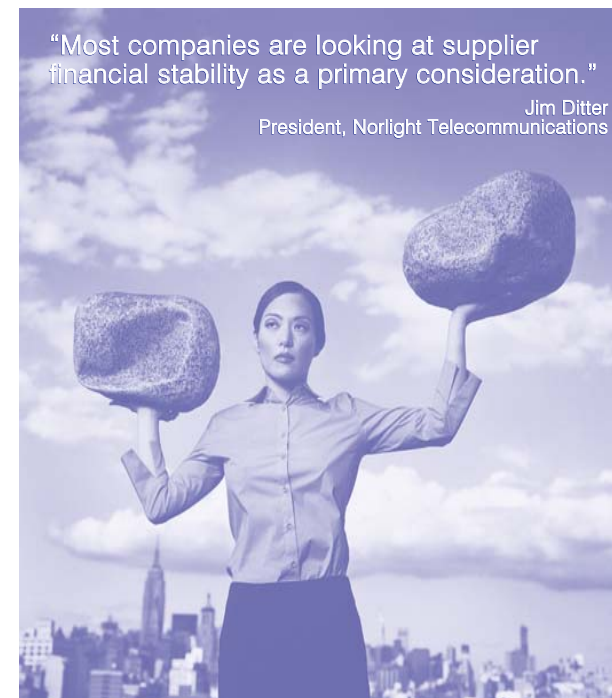
Unfortunately, Global Crossing and McLeod USA aren't the first, and probably won't be the last in the shakeout that's been eating away at America's telecom and high-tech industry. As we reported in our July 2001 Guardians of Data newsletter (Telecom Industry Shakeout, Volume 5, Number 2), several telecom companies have folded, merged or filed for Chapter 11 bankruptcy protection including Teligent, @Link Networks, Winstar, Pathnet and NorthPoint.

As of this writing, Williams Communications and Mpower Communications are reportedly considering restructuring plans that could include a Chapter 11 filing. Also, industry giants like AT&T, WorldCom and Sprint have announced massive layoffs. With the industry in turmoil and some of the major players becoming financially unstable, it makes you wonder who you can trust.

In this environment, trust is beginning to be based on financial stability - the financial stability to invest in the people, the network and the technology that satisfies customers. Recent telecom failures have been due to the high level of debt that many of the telecoms incurred while aggressively expanding their networks. Their revenue wasn't enough to offset their debt, and when revenue is less than debt, bad things can happen - and they did.

"Most companies are looking at supplier financial stability as a primary consideration."

Jim Ditter  
President, Norlight Telecommunications



"Financial stability is a huge advantage in our economic climate, especially in the telecom sector," said Jim Ditter, president of Norlight. "It's such a prominent selling point because too many customers have recently had their service disconnected with little or no warning when their provider went out of business - possibly because the provider expanded too rapidly."

According to the Yankee Group, a technology consulting organization, a provider's financial solvency is a prominent carrier selection criterion, superseding other considerations such as price. Ditter stated that several telecom customers have recently begun investigating the financial status of carriers they are evaluating, including Norlight.

"Most companies are looking at supplier financial stability as a primary consideration," said Ditter. "Since Norlight has been in business for 30-years, is employee-owned and has grown both revenue and earnings at a consistent rate, we readily promote our financial stability as one of our prime advantages over competitors."



### OWNERS' CORNER

EMPLOYEE-OWNER SINCE 1997

**TERRY CAPORALI**  
Customer Support Supervisor



### WHAT DOES EMPLOYEE-OWNERSHIP MEAN TO YOU?

"To me, employee-ownership means that I'm responsible and accountable. I'm involved, not just for my little piece of the business, but for anything an internal or external customer asks of me. It gives me the sense of being a part of something great and the knowledge that what I do every day matters."

# THE MORE THINGS CHANGE, THE MORE THEY STAY THE SAME.

## NEW LOGO REPRESENTATIVE OF THE GUARDIANS

What drives Norlight's 95% customer loyalty? We asked our customers themselves to answer this question in our 2001 customer satisfaction survey and the typical answers were our reliability, responsiveness, communication and customer service. That's why our new logo showcases the heart and soul of the



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company - Norlight's Guardians. The logo features the Guardians linked together, representing an unbreakable human chain, symbolic of the teams of people who work together every day to provide world-class customer service.

## TELEVISION INJECTED INTO THE MIX

Speaking of the unblinking attention we lavish upon our customers, Norlight's brand new television commercial follows a day in the life of one unblinking Guardian of Data. 2002 marks the first time in Norlight's 30-year history that we've used television to advertise the services of the Guardians of Data. The commercial will advertise Norlight's unblinking dedication to customers and runs in Wisconsin, Minnesota, Michigan and Indiana markets. Catch the Guardians on a television near you, or check it out online at <http://www.norlight.com/newsroom/index.html>.

## ALL THAT AND THE NEWSLETTER TOO

As if the new logo and television weren't enough, you'll notice that the newsletter has been updated too. To better showcase our new logo and to improve the format and readability, the newsletter has been revamped effective with this issue. If you have comments or suggestions about the newsletter, please direct them to Greg Quigley at [gquigley@norlight.com](mailto:gquigley@norlight.com).

Here at Norlight, we've been changing a lot of things. However, one thing you can count on never changing is the unblinking dedication of our Guardians of Data.

## NEW PRODUCT ALERT: DATA CENTER

### DON'T RISK LOSING IT ALL OVER YOUR DATA.

Data. All those files and applications shooting across networks at light speed. To the average reader that sounds pretty cool. However, when it's your job to manage that data, it can scare the heck out of you. What if something goes wrong? What if the CEO loses all the stuff he or she has worked on for the last five years? What if you get the blame for it?

These are the types of questions many IT people ask themselves every day. In fact, many people have been through these scenarios and they never want to go through them again. Don't risk losing it all over your data. Try protecting your data in a safe, secure environment known as a Data Center.

Norlight's Data Centers are designed with the safety of your data in mind. The centers provide secure facilities for hosting data servers and associated

networking equipment. Stable environmental conditions, back up AC power and diverse network protection will optimize your data availability.

Norlight also provides the reliable Internet and data transport connectivity needed to manage your data. All under the watchful eyes of Norlight's Network Management Center. You're feeling better already, aren't you? Want to know more? Give your Dedicated Account Team a call and find out why your data is in the best of hands with the Guardians of Data.



# THEY KEEP WINNING AND WINNING AND WINNING...

## VIDEO AND SATELLITE DIVISION WINS LORAL AWARD - AGAIN

Winning something once is great. Twice is an accomplishment. But three times in a row is something worth singing about. (Cue Lionel Richie singing, "you're once. . . twice. . . three times an Uplinker. . . of the Ye-ea-ee-ee-ar. . .") Lionel is, of course, singing to Norlight's Teleport Chicago, the company's video and satellite division, who now can lay claim to the prestigious title of "the number one satellite transmission service in the country for the third year in a row."

Norlight's Teleport Chicago was once again awarded the LORAL Skynet Uplinker of the Year award for 2002. Teleport Chicago is a multi-year recipient of the award, receiving it seven times since the award's inception in 1991.



The award is given to satellite service providers that achieve 1000 or more perfect uplinks within a year. Teleport Chicago performed over 3192 perfect uplinks on LORAL Skynet's satellites, making them the number one error-free satellite transmission service in the country.

In addition to receiving certificates and individual awards for their outstanding performance, LORAL Skynet honors their winners with a "Perfect Uplinker of the Year" celebration at the National Association of Broadcasters Convention, held in April.

Congratulations go out to the entire Teleport Chicago team for a job well done.



## MyNORLIGHT IS YOUR NORLIGHT

Every day the Guardians of Data monitor your telecommunications services. But since we're a service company above all, we wanted to give you the chance to monitor those services, too. You can do this through MyNorlight, our customer care Web site available early in the second quarter of 2002.

MyNorlight provides you with an instant, personalized view of information related to your Norlight services. MyNorlight is a convenient way to access network management features, online billing, product support and account management. Information is a valuable commodity, and now you can use your account information to save you valuable time. Sounds like your life just got a little simpler. Stay tuned for more information on MyNorlight from your Dedicated Account Team.

Now in its 30th year of business, Norlight Telecommunications is proud to serve as the Guardians of Data for Midwestern businesses. We are a subsidiary of Journal Communications, Inc. Employee-owned since 1937, the company has operations in television and radio broadcasting, newspaper publishing, database marketing, printing and telecommunications. If you have a question, comment or suggestion regarding this publication, please contact Greg Quigley at Norlight, 1-877-456-5055 or visit us at [www.norlight.com](http://www.norlight.com).



<http://www.norlight.com>