

**INSIGHT PHONE 2.0 PROMO # 3PLAY**

This promotion is available to customers residing in the Bowling Green local serving area. To be eligible for this promotion Customers must:

- enroll in this promotion prior to November 15, 2010 during a Company initiated contact; or contact the company and request this promotion;
- newly subscribe to Insight Phone 2.0 Service Unlimited Local & All-Distance Offer as part of a package offer including both High Speed Internet Service and Video Service; continue subscription without interruption through the term of this promotion;
- either: (1) agree to enter into a Term Agreement of twenty-four months, during which time the customer will not cancel any service included in the package offer, and which is subject to a Termination Charge for early cancellation; or (2) choose to decline a Term Agreement and receive the promotional rate for a lesser term, as described below; and
- meet all eligibility requirements for subscribing to that package offer, which may include credit approval and, if applicable, an optional term of service commitment that includes termination fees applicable if the Customer cancels service prior to the term commitment.

Eligible Customers who choose to select a term commitment will receive a discounted rate of \$25.00 for the above phone charge, applicable on the Customer's next twelve (24) consecutive monthly bills.

Eligible Customers who choose to decline a term commitment will receive a discounted rate of \$25.00 for the above phone charge, applicable on the Customer's next twelve (12) consecutive monthly bills.

All other recurring and/or non-recurring charges (including installation charges, applicable taxes and fees) will apply.

All charges for associated services will also apply. Other discounts or incentives may apply to other services included in the package and may include reduced rates and/or gifts of general merchandise.

If the Customer cancels service prior to the end of the Term Agreement, a Termination Charge of \$600.00 will apply. The Termination Charge will be prorated based on the number of remaining months in the Customer's term commitment. In the case of a partial month, the time will be rounded up to a full month.

The rates, terms and conditions set forth in this document represent an abbreviated summary of the terms and conditions more fully described in the applicable Insight Phone 2.0 Service Agreement and Pricing List. This document is offered for the convenience of the Customer and does not represent a waiver of the conditions set forth in the more comprehensive Services Agreement and Pricing List, which are available at <http://www.myinsight.com>.