

Broadband USA Applications Database

Applicant Name: CONXXUS, LLC

Project Title: Conxxus Service Area 1

Project Type: Last Mile Non-Remote

Executive Summary

a) In the service area that Conxxus operates today, only a small fraction of the current Internet capability is available for residents, business owners and farmers in the 10 county area of 5,095 square miles. We currently provide service to approximately 220 square miles and would like to expand coverage to the entire area. The Conxxus mission is to provide high-speed broadband services to entire rural areas in the counties and the rural communities within our service area, which will allow all farmers, all businesses including small offices and home offices, and all residents to have access to a true high-speed, broadband service. The Conxxus philosophy is that no community/farmer be “left behind”. This means that every farmer, business, small office/home office and resident within the Conxxus service area will have access to up to 2Mg in both directions with the latest in high-speed broadband services. Rural broadband is our business. Areas that fall outside the USDA guideline of rural populations (Champaign/Urbana & Danville, IL) are not included in our service area. All census blocks are completely covered. Conxxus employs radio technology to deliver wireless high-speed broadband access and communication services that are equal or superior to services available in major metropolitan areas. The “backbone” will consist of a fiber network. The Conxxus business model is designed to quickly seize the market opportunity associated with “closing the digital divide”, the economic and social disadvantage that separates those who do not have sufficient broadband access, from those who are able to take advantage of high-speed connectivity. The company is focused on providing a superior broadband product backed with exceptional customer care. Conxxus is owned and operated by USA Broadband, LLC and Eastern Illini Electric Cooperative. It is managed by NOW Wireless, LLC. b. The funded service area encompasses 5,095 square miles in East-Central Illinois. We will serve the entire eligible area which is comprised of 100 census-registered communities. c. The number of households and businesses passed are 83,537. d. There are 512 anchor institutions. e. Conxxus will provide the following services for each of its customers: • True synchronized High Speed Broadband Internet Service (2M+ Up & Down) • Voice-over Internet Telephone calls (VoIP) • Virtual Private Networks for Business (VPN) • Video Telephone Calls (Conferencing for business & families) • Portable Connections (Connection available everywhere in the towns) • Video Surveillance for Security On-demand Services • Pay-Per-View Movies, Television, Sports, Radio & Music Stations f. Conxxus currently offers interconnection to other services but to date only leases fiber to one service provider. Conxxus is committed to maintaining an open, neutral and competitive broadband network in the proposed service area and will continue to offer other service providers the opportunity to link into the transport system. An adjustment has been made to the Company website to publish such services. g. The basis of the broadband system is the Motorola Canopy System which is a radio communicator that has a fiber backbone which connects to the internet. h. The

qualifications of our team include years of experience in build outs across the country in cellular, Illinois State Broadband Grant recipient, service on the Governor's State Broadband Committee, and operating Conxxus since 2006. MANAGEMENT TEAM NOW Wireless, LLC is the Sole Manager for CONXXUS, LLC. Duties and responsibilities of NOW Wireless, LLC and the experience of the Senior Management Team are as follows:

Barry Goodwin, President and CEO: Mr. Goodwin was a key executive member for 19 MSA cellular carriers. He was President of Alton Cellular, Inc. from March 1990 until its sale in 1997, was also involved and worked in the cellular industry since the early 1980's, and had personal and/or partnership ownership interests in numerous cellular systems. A member in both of the cellular industry associations, CTiA and Telecommunications Association until 1999. Goodwin incorporated Satellite Entertainment, Inc. with his management partner, Carol J. Goodwin, purchased the exclusive DirecTV license & programming rights for Jersey County and surrounding areas. Together they brought to market the DirecTV programming and equipment to the rural area. Since that time Mr. Goodwin has been providing management and consulting services for the communication, satellite television, and internet markets. Mr. Goodwin is certified by the Satellite Broadcasting and Communications Association. He holds certifications in two-way satellite data & internet services, and a member of the IEEE Association. Mr. Goodwin's 29 years of building and operating telecommunications business and 19 years of operating telecommunications services in the rural areas of this country. Since 2006, Mr. Goodwin has managed and led the efforts for Conxxus, LLC.

Carol J. Goodwin, Vice President and Chief Financial Officer: Mrs. Goodwin has Bachelor of Science and Master Degrees in Management with Minors in Finance/Accounting. From 1975 to 1988 Mrs. Goodwin was Contracts Manager for an international cooling tower construction firm and was directly responsible for the negotiations, execution, and administration of the contracts for the build-out of multi-million dollar New Construction projects, Repair contracts, Maintenance contracts, Time & Materials contracts, and the International Licensees. Goodwin has extensive experience with cellular, satellite and internet service and was Vice President of Alton Cellular, Inc. from its purchase in March 1990 until its sale in 1997. Mrs. Goodwin has over 32 years experience in negotiating and managing major construction contracts, financial management, and company organization.

Gregg Cooper, Director – Project Management Mr. Cooper has a diverse financial and management background with a strong background in rural development and business. As a Manager of Education & Development, he created and managed a national corporate training department to enhance financial management skills of agri-business managers and financial service providers. Mr. Cooper initially served as Project Manager in the start-up of AgriSolutions, a financial services company contracted by the Farm Credit System, to develop and deliver financial consulting products. Mr. Cooper also has experience as a Federal Reserve Bank Examiner and a community bank Vice President. He is also a Pegasus Express two-way satellite internet certified installer.

Joe McKennon, Director – Technical Operations is an experienced satellite TV audiotronics service technician with hundreds of successful installations in homes and businesses. He is certified as an installer by both Direct TV and the Satellite Broadcasting/Communications Association. He is also a certified Motorola Technical Administrator with a high skill level in servicing computer and radio systems hardware. Mr. McKennon has been working to upgrade the Conxxus network since taking the technical leadership position in 2006.

Bruce Cooper, Director – Government Relations and Marketing Mr. Cooper brings twenty-six years of professional leadership experience to the admin and sales function, having been involved with several Fortune 500 companies and both emerging and start-up businesses. His

experience spans manufacturing, retail, plastics, automotive and telecommunications. Mr. Cooper has provided strong sales and consultative programs to such clients as AgriBank, Farm Credit Services, The NuEra Group and several other companies. He has also developed programs to enhance account management relationships as well as training and people development programs targeted to improve sales and customer service efforts. Mr. Cooper currently serves on the Illinois Governor's Broadband Council and helped develop the state approach to broadband growth and management. Terry Miller – Manager of Construction has 22 years of progressive experience with the Corps of Engineers. He was involved in the construction and re-opening of the Alton Illinois Lock and Dam on the Mississippi river. In the course of construction, Mr. Miller processed construction permits and wrote environmental impact reports for the proposed contracts. He was also intimately involved in the operation of computer systems for the operation of the lock and dam. Mr. Miller did his undergraduate work at Southern Illinois University at Edwardsville. i. Infrastructure cost of the Conxxus Build Out is \$38,628,065. j. Subscriber projections are 21,205 subscribers through the life of the project. k. The rural area we are building has in the last decade, met with erosion of both population and jobs. Conxxus will increase direct company employment to 52 positions in the first three years, at an average salary of \$45,000 annually. Additionally, between contractors and tower work, we anticipate another 68 jobs.