



Contact: Karina Thompson

Telephone: (715)798-7174

Email: kthompson@norvado.com

Website: www.norvado.com

FOR IMMEDIATE RELEASE

Norvado Rallies to Maintain Communication to Devastated Residents

CABLE, WI, August 2, 2016 – On July 11 and again on July 21, 2016 several counties in northern Wisconsin, including Ashland, Bayfield, Douglas and Sawyer, were hit by severe storms causing flooding, power outages to thousands, damage to buildings, roads and bridges, and claimed the lives of several people. Through all of the destruction though Norvado's systems stayed strong.

On July 12, 2016 Governor Walker declared these counties to be in a state of emergency and directed the Wisconsin National Guard and other state agencies to assist those in need. Damages have been assessed and repairs are estimated to cost in the tens of millions of dollars.

The Wisconsin Department of Transportation reported over 40 road closures, most of which have been reopened. According to a press release from the WisDOT on August 1, 2016, portions of US 63, WIS 13, WIS 122, and WIS 169 still remain closed, and they caution drivers to travel carefully in these areas. All road repairs are forecasted to be completed by September 2016.

Although Norvado services were affected during the storms, several factors came into play ensuring that customers felt minimal impact. According to Norvado's Director of Operations, Jeff Lee, "due to Norvado being 100% underground construction and recent methods of utilizing directional boring methods to go deep under rivers and creeks has paid a dividend in very little damage to our main infrastructure and no major outages were experienced. We did sustain several individual outages due to flooding, lightning, and power outages/surges at customers' premises scattered around the counties over the period of the two storms, and our staff worked diligently to restore those as the water resided and/or as the power came back on."

Over 20,000 residents were without power and many without cell phone communication after the storms. Norvado saw call volume nearly double as residents picked up their landline to call for assistance, get storm updates and contact family and friends. Norvado CO (central office) sites endured power outages that lasted for days, but staff were able to keep phone and internet services online with the use of generators.

Norvado's Operations Support Manager, Lisa Olby, states, "A large amount of our service area was without power, as well as many of our sites, which were kept working with generators fueled up by our techs until commercial power was restored. The response was amazing, and twice in three weeks

Norvado techs worked diligently and tenaciously, all hours of the day and night, until customers had their services restored.”

Since July 12, 2016 a dozen Norvado field technicians have invested over 320 hours of overtime to repair any damages caused by the two storms, including responding to approximately 100 on-site customer troubles. Norvado’s four-person Service Department also played a key role in trouble resolution by fielding customer calls and solving issues remotely and coordinating, dispatching and working with technicians in the field.

The storms on July 11 and 21 caused significant damage and were the largest to be seen in northern Wisconsin in many years, but with Norvado’s preparatory actions and swift adjustments thousands of area residents and businesses were able to remain connected.

To learn more about this topic please contact the Norvado Corporate office at (800) 250-8927 and request to speak with the Marketing department or email marketing@norvado.com.

About Norvado

Norvado is headquartered in Cable, Wisconsin and offers local and long distance telephone, Internet and television services, and home monitoring and automation. Norvado also provides business technology solutions for companies large and small throughout Northwestern Wisconsin. To learn more about Norvado, visit www.norvado.com.

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