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FOR IMMEDIATE RELEASE

CITIZENS ANNOUNCES LAUNCH OF HDTV

Floyd, Virginia – August 21st, 2009 – Citizens announced today the launch of HDTV (High Definition Television) to residents of Floyd and surrounding areas. HDTV programming will provide customers of Citizens Cablevision receiving IP/Digital TV service enhanced picture quality, and add over 20 HD channels to the existing Signature and Crest line-ups.

“After months of testing, Citizens is pleased to launch HDTV to residents of Floyd County and surrounding areas. This addition to our television service enables us to bring it all together for an enhanced viewing experience,” stated Danny Vaughn, Network Manager for Citizens.

Existing and new customers need to ensure they have a HD capable TV in order to use the HD set top box. HD PVR is also available. HD television requires more bandwidth than Standard Definition so customers will need to be pre-qualified to determine the bandwidth availability at their location."

Customers can call Citizens at **745-2111** for pre-qualification and programming details. Existing qualified customers can simply place their order by calling a sales consultant and picking up a HD set-top box to replace their existing set-top box any convenient Citizens location.

HDTV is now available, and Citizens is currently including a HDMI cable with each install of HD set top box.

You can visit your local Citizens stores for products and details, or visit their website at www.citizens.coop.