

Sign up for  
**BusinessClass**  
**Optimum Online**®  
and get your  
**FIRST 3 MONTHS** of  
service for only **\$49<sup>95</sup>!**

September 2003

Dear Jane Smith,

Get your company up to Internet speed with BusinessClass Optimum Online—the fastest and most efficient broadband service available to your business today.

**Sign up now and get your first THREE MONTHS OF SERVICE for \$49<sup>95</sup>\* -- a \$189 value!\***

With speeds of 10Mbps downstream and up to 1Mbps upstream, BusinessClass Optimum Online is up to 100 times faster than dial-up and up to 4 times faster than DSL, so you have access to a greater range of applications and online services—such as banking, research, transferring files, booking travel or e-commerce purchasing.

Other advantages include:

- ✓ **No Dedicated Phone Line Required.** Your link to the Internet uses a high-speed cable connection, so you won't get busy signals or tie up phone lines as with dial-up.
- ✓ **Unlimited Monthly Usage.** Stay online as long as you like.
- ✓ **No Annual Contracts or Upfront Costs.** Pay just one low monthly fee.\*\*
- ✓ **Professional Installation.** Our service technicians will have your Internet connection up and running in no time.
- ✓ **Best Rated Internet Provider.** The readers of *PC Magazine* rated Optimum Online significantly higher than Verizon DSL and SBC Yahoo services for high-speed internet access, reliability and overall satisfaction.

**Does your business demand  
real time information?**

Ask about iO Business Advantage, featuring up-to-the-minute news and analysis from CNN, CNBC, Fox News Channel, MSNBC and News 12.  
Call 1-866-4 422-6655 for details!

Find out if BusinessClass Optimum Online is available in your building... and how to get your first three months at this special discounted rate, when you sign up by October 30, 2003.

Call 1-866-4-BCOOL5 (422-6655) or go to [www.lightpath.net/solutions/internet/business/bcoolcontact.html](http://www.lightpath.net/solutions/internet/business/bcoolcontact.html) NOW to take advantage of this money-saving offer and arrange for a BusinessClass Optimum Online representative to call you. Be sure to mention the Certificate Code below when setting up your appointment. And get your business moving at optimum speed.

Sincerely,



Kevin Curran  
Senior Vice President



\* Based on average monthly charges of \$79.95 for businesses that currently have iO Business Advantage and \$109.95 for all others. Cable modem is required. \*\* For a list of other charges that may apply, please refer to current pricing guide or visit <http://www.lightpath.net/solutions/internet/business/pricepage.html>. Offer valid through 10/30/2003. Pricing and terms subject to change without notice. Service not available to all areas and is subject to availability. Not to be combined with any other offer.

**CERTIFICATE CODE #BC04**

**THE CERTIFICATE ENTITLES:**

JANE SMITH  
ABC SMALL BUSINESS  
123 MAIN STREET  
ANYTOWN, USA 56789

You must present this certificate to the Lightpath Representative upon signing service contract to receive your first three months of service for \$49<sup>95</sup>.

**GOOD FOR:**

**THREE MONTHS** of BusinessClass  
**Optimum Online** service for  
only **\$49<sup>95</sup>** — a \$189 value!



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