

WCG Communications Group Launches High Definition Digital Cable

Brandon MB, March 2, 2004 Westman Communications Group (WCG), announced today they have launched High Definition Digital Cable in Virden, enabling customers with high-definition ready televisions (HDTV) to receive High Definition (HD) programming.

"With more and more consumers buying HDTV ready sets, WCG can help customers realize its full value by providing high-quality, high-definition programming," said Dave Baxter, President and CEO of Westman Communications Group. "High Definition television provides customers a brilliant and colorful video experience that is unmatched by anything ever available before", he added.

To access HDTV, customers require a Digital Cable Terminal (DCT) and a High Definition Decoder (HDD), which will be available from Westman Communications Group. Once a person has a DCT the incremental cost to purchase a High Definition Decoder is \$119.95 plus taxes or a rental option is available for \$6.00 per month. New Digital Cable customers purchasing the DCT and HDD can take advantage of a special introductory offer and be eligible for 30 days of Movie Central and 90 days of Your Choice theme packages free when signing up to the Home Choice package.

The HDD, combined with an HD-ready TV, features a picture with more detail and Dolby 5.1 Digital audio capability that brings the theatre right into your living room.

WCG customers who sign up for the HD Digital Cable service will be able to subscribe to a package of 6 channels for \$3.95/month with selected HDTV programming from ABC, NBC, CBS, FOX, PBS and Movie Central. Network programming currently offered in high definition includes NYPD Blue, My Wife and Kids, Oprah Winfrey, Alias, The Practice, Navy NCIS, CSI Miami, The Tonight Show, NFL Football and more including a variety of movies. "Westman Communication Group remains committed to providing our customers with the highest quality and best value in home video entertainment in the communities we serve. High Definition Digital Cable from WCG is a tremendous value for our customers," said Baxter. "At Westman Communications Group, we're providing our customers with the best in digital home entertainment."

About Westman Communications Group

WCG is a customer-focused cooperative providing leadership in communication and information technology products and services in cable TV, fibre optics, computer networks, data transport, Internet, advertising and broadcasting. Westman Communications Group is the operating name for Westman Media Cooperative Ltd., which provides service throughout Western Manitoba. As a customer-owned cooperative, WCG is proud of its strong commitment to its customers and the communities it serves.

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