

4/29/2024

James Brown  
Consumer Complaints  
Serve Ticket # 6958982  
Last Name: Ford

Dear James Brown,

Mr. Ford states that we do not have the required broadband consumer labels on our website.

We thank Mr. Ford for his patronage and assure him that Blue Ridge is meeting the broadband label requirements. As of April 10, 2024, Blue Ridge is required to display broadband labels at the point of sale. The “point of sale” is the moment when a customer begins to explore the plans available at his service location, whether that’s through our website, over the phone, or in person at our retail center. On our website, customers enter location information on our Standard Pricing and Offers pages to view available plans. Labels have been available on these pages since April 4 and April 5 respectively. Our mobile service does not have location specific offers, so as of April 4, the labels have been available on our Mobile landing page. We have also been providing phone and retail center customers with labels since April 1. As such, Blue Ridge was in compliance by the FCC’s deadline.

Please let us know if you have any further questions. We are available 24 hours a day, 7 days a week by phone, email, or chat.

Sincerely,

Blue Ridge Communications