

SENDER: COMPLETE THIS SECTION

- Complete items 1, 2, and 3. Also complete item 4 if Restricted Delivery is desired.
- Print your name and address on the reverse so that we can return the card to you.
- Attach this card to the back of the mailpiece, or on the front if space permits.

1. Article Addressed to:

Keith Gregory
Cox Communications
2205 LAUISTA AVE.
PENSACOLA, FL 32504

2. Article Number
(Transfer from service label)

COMPLETE THIS SECTION ON DELIVERY

A. Signature Agent Addressee
Monique Ansa

B. Received by (Printed Name) Addressee
 Monique Ansa

C. Date of Delivery

D. Is delivery address different from item 1? Yes
 If YES, enter delivery address below: No

3. Service Type
 Certified Mail Express Mail
 Registered Return Receipt for Merchandise
 Insured Mail C.O.D.

4. Restricted Delivery? (Extra Fee) Yes

7009 2820 0002 0687 8793

PS Form 3811, February 2004

Domestic Return Receipt

102595-02-M-1540

- BEACH TV**
Beaches of South
Wilton, Panama City, FL
850.437.4333
- Myrtle Beach, SC
Pawley's Island, SC
843.449.6420
- Panama City and
Panama City Beach, FL
850.234.2773

KEY WEST
Key West, Marathon
and the Lower Keys, FL
305.294.9651

NOVA
NEW ORLEANS TELEVISION
Official Visitor Information TV
Station of the New Orleans
Metropolitan Convention
3 Visitors Bureau
New Orleans, LA
504.584.9699

LOW COUNTRY
Hilton Head, SC
843.449.6420

TRIOS
Panama City Beach, FL
850.234.2773

Two weeks ago, Knology and Comcast Cable added Beach TV's first HD station, WPCT DT, to their HD line-up; Mediacom has informed me that both WAWD DT and WPCT DT will be launched on their system on September 12. We have learned a lot about HD technology and potential roadblocks over the past few months, and one of the most important lessons we learned was how important it is to work closely with the General Managers of the cable systems. Thus, I am writing to you in hopes that we might find a moment in our busy schedules to meet or speak with one another by phone.

It has been a great pleasure to work with Al McCambry, KC McWilliams and David Servies through this exciting time in the Panama City market, and they have all encouraged us, as we move forward with the launch of seven more HD channels, to establish a direct relationship with their counterparts.

Following their good advice, I am reaching out to introduce myself, and to be sure that you are aware that an official notification of WAWD DT HD signal has been sent by certified mail to the Cox corporate legal address, as prescribed by FCC rules. We look forward to working with you and your team to add Beach TV's WAWD DT HD channel to the Cox line-up, and we would love your input regarding how Beach TV might better serve Northwest Florida.

One thing is for sure... our Visitor Information format is perfectly suited to the enhanced beauty made possible by HD... from the crystal clear Gulf waters to the mouth-watering food-styling by our regional chefs, Beach TV looks awesome, and we are ramped up to add a tremendous amount of new, original local programming over the next 18 months!

I look forward to talking with you, however, I understand what it's like to have a busy schedule, so please pass this notification on to someone else on your team if necessary.

Thanks in advance,

Toni Davis

Toni Davis
Mobile: 850-276-1017 | Email: toni@triosmarter.com | Office: 850-234-2773 x118

UNIVERSITY OF FLORIDA