

***RCN, Grande, Wave, enTouch and Digital West Now Astound Broadband***  
*The unified customer-focused brand serves eight of top 10 metro markets in U.S.*

**PRINCETON, N.J – January 12, 2022** – RCN, Grande, Wave, enTouch and Digital West, who together form the sixth largest U.S. internet, TV and phone operator, announced plans to transition its regional brands to [Astound Broadband](#) (Astound) effective immediately. Astound Broadband serves eight of the top ten metro markets with continued focus on customer service and providing critical infrastructure to local communities. [Astound Broadband](#) reflects both the evolution of the company as well as its vision for the future.

“This is an exciting time for our company with our new name solidifying our commitment to ‘astound’ our customers each and every day through our national fiber-rich network, fast reliable service, mission-critical connectivity, and award -winning customer service,” said Jim Holanda, CEO of Astound Broadband. “Keeping ourselves grounded in our deep-rooted focus on customer service is at the core of what we do. We’ve been part of our local communities for years. Our dedicated teams will continue to serve the areas where they live and work. “

Starting today and throughout the coming weeks, Astound will systematically update the branding of all its properties and assets, ranging from vehicles and signs, to websites, collateral, uniforms, and more. To emphasize strong continued regional service focus, each entity will retain sub-brands under the Astound umbrella with Astound Broadband powered by RCN, in the Northeastern US, Astound Broadband powered by Grande in Texas and Astound Broadband powered by Wave, on the West Coast. Recently acquired systems Harris Broadband in Central Texas and WOW!’s Illinois, Indiana and Maryland markets will follow by mid-year.

For business services, the combined companies will be unified as [Astound Business Solutions](#). With 31,000 route miles of fiber across the country, the company will continue to fuel innovation and meet customer needs including alternate fiber paths to protect against loss of data or workflow during an outage, essential for small and enterprise businesses.

Astound Broadband reflects years of accolades achieved under Holanda’s management team that oversees the regional operations. The most recent awards include [PCMag's 2021 Readers' Choice Awards](#), [PCMag's 2021 Business Choice Awards](#), [PCMag's 2021 Fastest ISPs of 2021](#), and [U.S. News & World Report's Best Internet Service Providers of 2021 list](#). Motivated by accolades that focus on meeting and exceeding customer needs, the Astound Broadband name demonstrates the company’s dedication to continuing to astound customers, every day.

Astound Broadband’s customer service team will continue to serve customers with 24/7/365, access to virtual call centers located across the nation. Customers will continue to have access to the company’s variety of high-speed communication offerings, all existing services without interruption. Astound Broadband is at the forefront of the residential and business connectivity transformation, providing customers [award-winning](#) services across the country. [Astound Broadband](#) and [Astound Business Solutions](#) provide services in eight of the top ten metro areas in the U.S. To learn more, please visit [astound.com](#).

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### **About Astound Broadband**

Astound Broadband ([astound.com](#)) is the sixth largest cable operator in the U.S., providing award-winning high-speed internet, broadband communications solutions, TV, phone services and fiber optic solutions for residential and business customers across the United States. Astound Broadband is comprised of organizations formerly known as RCN, Grande Communications, Wave Broadband, and enTouch. The company services Chicago,

Indiana, Eastern Pennsylvania, Massachusetts, New York City, Maryland, Washington, DC, Texas, regions throughout California, Oregon and Washington.