

* Ever notice how the other guys put lots and lots of fine print in their ads? Usually, if you get out a magnifying glass and actually read that fine print, you'll discover that you can't get the advertised price unless you sign a long term contract or buy other services that you don't want or need. Or that there are surcharges, taxes, or fees above and beyond the advertised price. Or that their offer is only for a limited time and they'll raise your rate after 6 months or one year. Or that they don't guarantee the speed or quality of their service. Or that they impose a surcharge for rural customers. We don't believe in these misleading marketing practices. Our rates are what we say they are. There are no hidden taxes, surcharges, or fees. No unexpected "below the line" charges will appear on your bill. And we don't attempt to "bundle" other products with our services to make a buck. We specialize in Internet; it's not a sideline business for us. We provide ONLY the best service, with NO ifs, ands, or buts. And the only fine print you'll ever see from us is when we're spoofing the other guys, as we're doing here. That's the bottom line. Close cover before striking. Do not fold, spindle, or mutilate. Contents are sold by weight, not volume, and may settle during shipment. You are getting sleepy, very sleepy. You will pick up your telephone now and call LARIAT at 307-761-2895 for a quote on Internet service. This has been a recorded announcement.



LARIATSM

High Speed Internet Fast wireless access with NO FINE PRINT*

Residential high speed access starting at \$30/month

- Economy residential (basic Web and e-mail) \$30
- Standard residential (more than one computer, YouTube-style video) \$40
- Enhanced residential (best for Netflix, Hulu, gaming, heavier use) \$60
- No telephone or cable TV connection required; no taxes or surcharges
- No satellite transmission delays

Small-Medium Business: \$40-\$80/month

- Enough bandwidth for several workstations, depending upon usage

Larger Business: \$125/month

- Enough bandwidth for a dozen employees
- Static IP address, firewall setup included
- Host your own Web server, use Voice-over-IP

Internet-Based Business/Multiple Sites: Call for Quote

We also offer:

- Wi-Fi hotspots for hotels, motels, coffeehouses, restaurants, campgrounds, apartment buildings, laundromats, truck stops - Fast and secure
- Wireless networking equipment -- Links up to 1.5 gigabits/second
- Disaster recovery: Forced to relocate abruptly? We can get your business back on the Net on a few hours' notice -- evenings and weekends included
- VPNs and surveillance system access: Connect to home or office securely from anywhere in the world
- Internet for special events, conferences, outdoor events

*LARIAT is the **only** Internet provider serving Laramie that is locally owned, locally operated, and not a franchise or chain. We were also the world's first wireless broadband provider - a first for Wyoming! We have more than 19 years of experience and our quality standards are second to none. We'll work to earn your business. See the reverse side for answers to frequently asked questions, then visit www.lariat.net or call 307-761-2895 for a free consultation.*

Frequently Asked Questions about LARIATSM

Q: You say you offer wireless Internet. Can I just open my laptop and connect?

A: Fixed wireless Internet service, which brings high speed Internet to your home or office without wires, is not the same as the indoor wireless networks to which laptops connect. To access our wireless service, you need an outdoor radio that's mounted on a wall, roof, or chimney or in your window. A LARIAT radio offers you faster and more reliable connections over long distances than a laptop's built-in radio can. Once the outdoor radio is in place, it can supply Internet access to one computer or to an entire building full of computers. Your indoor network may be wired, wireless, or both. We stock networking equipment and can help you build your network.

Q: How much does the LARIAT outdoor radio cost?

A: The cost of the radio you need depends upon how far you are from our antenna and whether there is anything in the way. Rather than charging a single high price (as some providers do), we'll gladly do a free site survey and give you a quote. Typical equipment costs range from \$135 to \$250; in the long run, you'll save this much many times over due to our no-nonsense rates. We sell to our customers at wholesale prices (we're here to make money on the service, not the equipment) and do not charge for installation. Unlike competitors, we install equipment in accordance with the National Electrical Code for fire safety.

Q: Are you really competitive with cable and DSL service?

A: Yes! ADSL has a maximum speed of 7 Mbps (million bits per second) in the downstream direction and 0.768 Mbps in the upstream direction. Cable modems typically have a maximum of 16 Mbps (less in some areas) and much lower rates upstream. LARIAT's wireless network runs up to 54 Mbps both ways - more on the special high capacity links we provide to larger businesses. And unlike satellite, it isn't affected by weather and doesn't send your data all the way into orbit and back (which causes long delays).

When you shop for Internet service, remember that the speed of your modem or radio is a maximum speed. To sell service based solely on this number is like saying that an automobile is a 120 MPH car because that's the largest number on the speedometer. What matters is not just the throughput you get you in real life but also the *quality* of the connection. The other guys, in their fine print, say that they won't guarantee any of this. But we tell you upfront what you can expect. We strive to provide the best access for the money.

Q: Can I do Internet telephony (Voice over IP, or VOIP) over your network?

A: Absolutely. What's more, you have your choice of providers (including several which are free if the person you're calling uses them too). We don't force you to use any specific service by bundling it with our Internet.

Q: What about security? Can someone sniff my data out of the air and steal my identity?

A: We were the first wireless Internet provider to offer medical grade encryption to every customer. Cable and DSL connections offer no encryption at all; ours do.

Q: Do you charge rural customers extra?

A: No! Unlike some competitors, we don't believe it's fair to charge rural customers more for the same product. You may need a more powerful radio to reach our antennas if you live far outside town, but once you're connected the monthly cost is the same.

Q: Are you really local and not some out-of-town chain?

A: Yes! In fact, we're the *only* Internet service provider serving Laramie that's locally owned, locally operated, locally managed, and not a franchise or chain. We're active in local business development. And we make house calls! For more information about LARIAT's service, call us at 761-2895 or see <http://www.lariat.net>.