



## PRESS RELEASE

---

Release : IMMEDIATE

### **Pulse Broadband Completes Acquisition of Pangrac Consulting Sets Sights on Bringing Fiber-to-the-Home Networks and Advanced Broadband Services to Rural America**

**St. Louis, July 7, 2009** – Pulse Broadband announced today that it has successfully completed its acquisition of Pangrac Consulting, a leading telecommunications engineering and design company. Pulse Broadband, is an advanced fiber-optic telecommunications leader serving rural markets through the construction of its next-generation fiber-to-the-home networks and deployment and ongoing management of advanced broadband services to give rural homes and businesses access to best-in-class broadband Internet, telephone and television services. Financial terms of the deal were not disclosed.

Pulse Broadband President and CEO, Bill Shreffler announced that cable television engineering pioneers Dave Pangrac and Don Gall will join a seasoned team of senior telecommunications executives who bring many years of successful engineering, operations, marketing and support experience from the telecommunication industry. Pangrac will serve as Chief Strategic Officer; Gall as Chief Technology Officer.

“We are excited to combine the Pangrac and the Pulse teams” said Pangrac. “We now have the talent and the expertise to handle every component of the telecommunications business from the technical aspects to the customer service, operations, marketing, and financial segments”. “Dave and Don are industry engineering trailblazers,” Shreffler said. “Both are tremendously talented innovators and creative technology designers, going back to their leading roles in the early design and deployment of the hybrid-fiber-coax cable infrastructure at Time Warner Cable that is still generally recognized as the industry standard today.” Pangrac and team have updated their design by developing a

next-generation, full fiber-to-the-home network architecture that is significantly less costly to construct and maintain than traditional fiber designs. “With almost unlimited bandwidth, fiber is the most powerful enabling technology for today’s and tomorrow’s advanced broadband services,” said Shreffler. “Passive fiber networks are well-suited to rural settings and our proprietary architecture enables Pulse to design a full fiber-to-the-home network that is financially viable for rural customers.” “Serving rural markets, particularly rural electric and telephone cooperatives and municipalities, is our primary focus, not a bolt-on afterthought,” said Shreffler. “We want to see rural homes and businesses have the same access to the full range of advanced broadband services that are currently enjoyed by urban and suburban customers.” “We are pleased to welcome Dave, Don and the entire Pangrac Consulting team into the Pulse Broadband family,” said Shreffler.

### **About Pulse Broadband**

Pulse Broadband is a Missouri company headquartered in St. Louis, with offices in Texas and New Mexico. Pulse Broadband constructs and operates next generation fiber-to-the-home (FTTH) technology. Pulse’s proprietary FTTH architecture is a full last mile fiber solution. It is significantly less expensive to build and maintain without sacrificing bandwidth scalability or reliability compared to other full fiber solutions. This means that advanced services can be deployed profitably in rural settings. In addition to the FTTH technology solution, Pulse’s turn-key management company partners with rural companies, cooperatives and municipalities serving rural customers to help them deploy and manage advanced telecommunications services and give members access to best-in-class broadband Internet, telephone and television services. Please contact Pulse Broadband at [www.pulsebroadband.net](http://www.pulsebroadband.net)

---

*Media contact:*

Rudy Tober, (248) 535-6335, [rudy@pulsebroadband.net](mailto:rudy@pulsebroadband.net)