



Rock Island Grand Prix & Mediacom Announce New Sponsorship

ROCK ISLAND, IL – July 18, 2016 – The Rock Island Grand Prix has announced a new partnership that places Mediacom Communications as the first naming rights sponsor for the world’s largest karting street race. The high-performance race held annually over Labor Day weekend will now be named the Xstream Rock Island Grand Prix powered by Mediacom.

Mediacom, the area’s leading broadband provider, signed-on for a three-year sponsorship that will provide the Rock Island Grand Prix with television advertising valued at more than \$55,000 and targeted to sports fans and other viewers throughout several Midwestern states.

Race officials promote the event’s thrilling speeds that approach 100 Mph as racers steer through the streets of Rock Island. As title sponsor, Mediacom, also is putting its emphasis on speed with a plan to widely launch 1-Gig residential broadband service throughout the greater Quad Cities area by early fall.

“Today’s families are always connected to broadband and want more bandwidth and speed than ever before,” said Todd Curtis, Mediacom’s Moline-based group vice president “With speed and reliability as our focus, Mediacom is proud to partner with the Rock Island Grand Prix and support this family-friendly event that has earned a prestigious reputation the motorsports community and with the public.”

Curtis said his Moline-based team will again provide high-speed access for the online site, Ekartingnews.com to support its live coverage of the Xstream Rock Island Grand Prix powered by Mediacom. The company also will provide high-speed Wi-Fi in the downtown area on race weekend, September 3-4.

“The Grand Prix is known for its fast-paced action, family-oriented teams and community entertainment,” said Roger Ruthhart, president of the Rock Island Grand Prix. “Mediacom’s sponsorship is a perfect match for a brand that delivers ultra-fast broadband speeds. In turn, it broadens our reach through TV advertising to expose more people to the speed and thrills of

the Rock Island Grand Prix. This partnership, and its thousands of promotional spots throughout the Midwest, will expose many people to kart racing and hopefully draw many to our exciting faced-paced sport.”

The Quad Cities was selected as an area where Mediacom will install Wi-Fi access points throughout high-traffic commercial and public areas. The community Wi-Fi service will be deployed later in the fall, and it is one of several fiber network upgrades included in a \$1 billion investment plan Mediacom announced earlier in the year.

The Xstream Rock Island Grand Prix powered by Mediacom will be held Labor Day weekend in the Downtown Rock Island Arts and Entertainment District. Other sponsors of this year's event O'Reilly Auto Parts, Jumer's Casino and Hotel, Jack's Brake & Alignment, AT&T, MG Tires, Curry's Transportation, Mediacom, Holiday Inn, ekartingnews.com, CBS4, Fox 18, QC-CW TV, The Dispatch and Rock Island Argus newspapers, Briggs & Stratton Motorsports, Courtesy Car City, G&E Credit Union, Margay Racing, McDonald's restaurants, Schurr Power Racing, Verizon IndyCar Series. Advanced Medical Transport, Modern Woodmen Bank, Modern Woodmen Financial - Joe Schurr, Gett Industries, Johannes Bus Service, Sunbelt Rentals, Rogan Scales and J&J Camper. For more information about the Rock Island Grand Prix, please visit rockislandgrandprix.com.

About Mediacom Communications

Mediacom Communications Corporation is the fifth largest cable operator in the U.S. serving about 1.3 million customers in smaller markets primarily in the Midwest and Southeast through its wholly-owned subsidiaries, Mediacom Broadband LLC and Mediacom LLC. Mediacom offers a wide array of information, communications and entertainment services to households and businesses, including video, high-speed data, phone, and home security and automation. Through Mediacom Business, the company provides innovative broadband solutions to commercial and public sector customers of all sizes, and sells advertising and production services under the OnMedia brand. More information about Mediacom is available at www.mediacomcc.com.

The Rock Island Grand Prix is hosted by the **Downtown Rock Island Arts and Entertainment District** which features retail shops, excellent restaurants, live entertainment,

dinner theater, art galleries and comedy clubs all within walking distance of the host hotel. Jumer's Casino & Hotel is just a short drive away. Rock Island is located on the Mississippi River three hours west of Chicago in an area known as the Quad-Cities which straddles the river and the Illinois/Iowa border. It is at the intersection of Interstate highways 74, 88 and 80 and is served by Quad City International Airport in Moline, Ill. (www.ridistrict.com)