

Dear South Central Arkansas Electric Member,

It's hard to believe we're well into 2021. This past year has been like no other. You and I, along with all of our neighbors and friends, have seen our lives and communities immeasurably changed by the COVID-19 pandemic.

One thing that has become clear during this time is the need to stay connected. Children are learning remotely, and likely will for some time. Many of us are working from home and trying to also stay in touch with loved ones via video messaging. These new ways of learning, working and interacting with each other – all of which require reliable high-speed internet – are likely here to stay. For that reason, I wanted to update you on South Central Arkansas Electric's fiber broadband subsidiary, [South Central Connect](#).

I understand that many of our communities and members have very limited and often unreliable options for high-speed internet. I want to assure you that South Central Connect is working hard to get to those areas with fiber-to-the-home (FTTH) broadband. Over the past year, we've made significant inroads throughout Clark and Pike counties, along with small areas of Hot Spring, Dallas, and Montgomery counties. South Central Connect FTTH service is now available to more than 5,000 homes throughout our territory. For those of you who may live in areas where we don't yet offer service, I know it can be frustrating to wait, but please be assured, we are continuing to build at an aggressive pace. Our intent with our FTTH network is to ultimately provide all members with access to fiber broadband. Going forward, we will keep you updated on a more regular basis through communications like this, our [South Central Connect](#) website and our Facebook. I appreciate the patience and support of our members as we continue to progress.

Throughout our network build, we have been asked about our network technology – Why fiber? Fiber as a transmission, is dependable and robust, and unlike many technology mediums, allows for ultra-fast speeds for both downloading *and* uploading. This symmetrical (up and down) speed and the power of fiber allows multiple users and devices at the same time without any service degradation, increasingly important in our “new normal” as often the whole family is online at the same time. We have also been asked by members why our network is “aerial.” South Central Connect's fiber network follows our electric infrastructure, which is mainly above ground, on poles. Following our footprint allows us to build efficiently, at significantly less cost than other providers, and in turn, offers members a premium service and very affordable rates.

Our packages start as low as \$49.95 a month for symmetrical speeds of up to 100 Mbps, with no data caps or throttling back on speed.

We want to hear from our members. If you live in one of the areas where fiber is currently available, or soon will be, and are interested in fiber broadband service, please let us know. If your community is not yet served, we still want to hear from you. We are working as fast as possible to get to all members.

We will keep you updated through our South Central Connect website and Facebook page as we progress.

Visit southcentralconnect.net to sign up, or to pre-register if we're not in your area.