



November 1, 2022

Dear Polar Customer,

Thank you for choosing Polar. We sincerely appreciate your business and remain committed to providing the right services and choices for you and your family.

Today we are writing to inform you that Polar will discontinue TV service as of July 17, 2023. For decades, we have offered ever-evolving TV products to provide the entertainment you enjoy. As many of you are aware, Polar experienced issues with its new TV platform that were not up to the quality of service standards that we pride ourselves on. We cannot continue to offer a product that does not meet our customer experience standards. While we will no longer offer traditional cable TV or Polar streaming TV service, we have a resource to help you choose your next viewing experience. **Please note that no other Polar services will be affected.**

#### WHY THE TIME HAS COME

Changing industry and rising programming costs: You can now purchase the same video service or channels via streaming for a lesser price than programmers charge us as video providers. In addition, programmers are providing Polar with less content and moving it to individual streaming platforms. For example, the Thursday night NFL game moving to Amazon Prime, Days of our Lives moving to Peacock, and many others that are only available on the specific streaming services. We feel we are at a unique time to save you the customer money and improve your options.

Polar continues to evolve with the latest technology so we can provide the most value to our customers. We have invested in a state-of-the-art fiber optic network that can offer bandwidth of up to 1 Gigabit to each home. As the demand for high-speed broadband Internet increases, Polar aims to provide the best progressive service possible.

#### FIND THE BEST ALTERNATIVE FOR YOU

There are many options when it comes to streaming TV. Although we will no longer offer streaming service through our Polar app, there is a resource that will help you find the best live TV alternative for you. Simply answer a few brief questions about your viewing needs and it will help you find the most cost-effective streaming bundle with all your favorite channels. Visit **mybundle.tv** to get started.

If you have questions regarding TV or any of your services with Polar, please do not hesitate to contact us at 701-284-7221 or [customerservice@polartel.com](mailto:customerservice@polartel.com). We are open Monday-Friday, 8:00 a.m.-5:00 p.m. You may also visit our website at [polarcomm.com/streamingtv](http://polarcomm.com/streamingtv) for helpful information and answers to some of your questions.

We thank you for allowing us to serve your telecommunications needs. We work hard to provide the best quality and service at the lowest possible cost.

Polar Communications