



SPARKLIGHT BEGINS CONSTRUCTION TO BRING HIGH-SPEED FIBER INTERNET TO VERDE VILLAGE

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Sparklight®, a leading internet provider, is pleased to announce that construction is underway in Verde Village to build an all fiber-optic network to provide Gig internet speeds to Verde Village residents. This project represents a significant investment in the Verde Village community and underscores the company's commitment to providing cutting-edge connectivity solutions and local, neighborly service.

Construction began earlier this month, and services will become available in a phased, neighborhood-by-neighborhood basis as construction progresses. By the end of 2025, all Verde Village residents will have access to the company's high-speed internet, with residential speeds ranging from 300 Mbps up to 6 Gigs.

In celebration of this milestone, Sparklight, in partnership with Yavapai County, held a groundbreaking event on December 19, 2024, which included local leaders, company representatives and community members to mark the start of the project.

"Fast and reliable internet connectivity is essential in today's world, empowering individuals and families to stay connected to loved ones, work remotely, learn online and enjoy entertainment from home," said Jay MacLeod, Sparklight's Senior Regional Director, Southwest Region. "These are the priorities that drive our commitment to investing in the communities we serve. We are thrilled to begin construction on our new state-of-the-art, all-fiber network in Verde Village and look forward to building a lasting partnership with this vibrant community."

"The Yavapai County Broadband Initiative is pleased to be in partnership with Sparklight for a public/private partnership, using \$5 million in American Rescue Plan Act (ARPA) funding to provide broadband services to the Verde Villages area along both sides of SR 260," said Yavapai County School Superintendent Tim Carter. "This will provide high quality broadband service that will benefit educational opportunities, economic development, health care access and increased property values, to mention just a few."

Sparklight has extensive experience providing superior internet services across Arizona and its 24-state footprint. Beyond delivering innovative products and competitive pricing, the company takes pride in its dedication to community enrichment through educational programs, corporate giving and contributions of time and resources.

Information about the construction process and what area residents and businesses can expect can be found at sparklight.com/locations/verde-village-az.



About Sparklight

Sparklight® is a leading broadband communications provider and part of the Cable One family of brands, which serves more than 1 million residential and business customers across 24 states. Powered by a fiber-rich network, Sparklight provides consumers with a wide array of connectivity and entertainment services, including high-speed internet and advanced WiFi solutions, cable television and phone service. Sparklight Business provides scalable and cost-effective products for businesses ranging in size from small to mid-market, in addition to enterprise, wholesale and carrier customers.