

## CenturyLink Prism TV Entry Program - Questions & Answers

### **Q. Why is CenturyLink participating in this program?**

CenturyLink is committed to offering programs that promote the adoption of its broadband services to consumers in underserved communities.

### **Q. What is the program called?**

This low-income Prism TV Assistance program is called CenturyLink Prism TV Entry Program.

### **Q. Where is the program available?**

The CenturyLink Prism TV Entry program is available in Seattle, WA and St. Paul, MN.

### **Q. What does the CenturyLink Prism TV Entry program include?**

At a glance, the program includes Prism TV programming packages available at a discounted rate.

### **Q. What are the program's goals?**

The goal is to reduce the cost barriers for low-income families.

### **Q. Who is eligible for the CenturyLink Prism TV Entry program?**

CenturyLink will offer discounted Prism TV service to eligible qualifying customers where available in CenturyLink service areas.

### **Q. What programs meet the qualifications for the *CenturyLink Prism TV Entry program*?**

Qualification varies by state, but accepts participation in the following: Federal Public Housing Assistance (Section 8), Food Stamps (SNAP), Low-income Home Energy Assistance Program (LIHEAP), Supplemental Security Income (SSI), National School Free Lunch Program, Temporary Assistance for Needy Families (TANF), residents of a federally-recognized tribal lands and households with incomes at or below 135% of the Federal Poverty Guidelines.

### **Q. When will the program officially launch?**

The CenturyLink Prism TV Entry Program will launch on August 18, 2015.

**Q. How can households apply for the *CenturyLink Prism TV Entry program*?**

Call **800-257-3212** or **866-541-3330** to request an application or go to **centurylink.com/prismtv** to print an application. Instructions for completing and returning are included on the application.

**Q. Will customers be required to subscribe to CenturyLink telephone service in order to get the CenturyLink Prism TV Entry program discount?**

No, Prism TV is available as a standalone product within this program. As long as customers meet the eligibility requirements and are in our footprint, they can have the service with or without phone service.

**Q. How will the service discount plan work?**

CenturyLink will offer discounted Prism TV service to all qualifying customers in the CenturyLink service areas.

**Q. Can the CenturyLink Prism TV Entry program be sold in a bundle?**

The CenturyLink Prism TV Entry program is available as a standalone program, or it may be offered in a bundle to new or existing CenturyLink Lifeline and Internet Basics customers who do not already have Prism TV service.

**Q. What are the employee or company benefits to promoting this program?**

The benefits to employee/company are as follows:

- Employees will benefit from the opportunities to integrate CenturyLink's brand into the hearts and minds of customers, clients, and prospects.
- CenturyLink will benefit from the opportunity to connect to its target audiences and potential consumers.
- The CenturyLink brand will receive greater awareness through increased public contact and visibility.
- CenturyLink will gain a unique and favorable business identity and a distinctive perception in the minds of consumers.
- Employees will benefit from the opportunity to promote CenturyLink's reputation as a great corporate citizen as well as its goodwill to local communities.