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**FOR IMMEDIATE RELEASE**

**May 19, 2022**

## **Lakeland Networks debuts rebranding campaign**

**Bracebridge, Ontario:** Muskoka-based Lakeland Networks is extremely excited to announce the debut of its new rebranding today, consisting of a new logo, look, and marketing campaign. The new Lakeland Networks brand is clear, bold, and instantaneously familiar and the marketing that supports it will tell our customers exactly what we can and will do for them. The brand is straightforward and customer-focused, directly supporting Lakeland's objective to be identified by customers as the local, forward thinking, and desired solution in a communications company.

In today's competitive landscape, the residential "Triple Play" bundle is the most sought-after offering. Typically, the triple play is the combination of three communication services where bundle discounts apply, the most popular being internet, telephone, and TV. Lakeland reaches out to and offers the high consumer demand for the triple play with highly competitive pricing, excellent value, bundle discounts, unlimited bandwidth, and local service. Lakeland Network's full complement of services are available to residential, business, municipal, and institutional customers. These services include, fibre and wireless broadband networks, secure internet connectivity, dedicated internet solutions, residential and business telephone solutions, Digital TV, commercial managed wi-fi, transparent local area network services, audio conference services, GIS services, and server co-location.



**New Lakeland Networks Logo effective May 19<sup>th</sup>, 2022**

Upon completing and reviewing market research it became abundantly clear that Lakeland Networks is recognized and known in the marketplace as "Lakeland." The new brand highlights that we are always moving forward as a company and as a service provider, with new service areas, innovative new services, and modern technology strategies; all of these aimed at serving our communities better. It is a simple and customer-focused brand that directly supports Lakeland Networks' goal to be the customer's choice as the best local option for service.



Lakeland Networks' team members do their best to exceed customer expectations.

“We are an entrepreneurial team which continues to look forward, generate change vs adapt, and deliver world class solutions which are Muskoka-built. Our rebranding encompasses who we are and our desire for welcoming new opportunities. There is always more choice in our industry and Lakeland wants to be the first choice within our communities. Rebranding a company involves a lot of changes and takes time, so we want our existing and potential customers, partners, and employees to join us in this exciting evolution over the coming months in enjoying this rebranding as it happens” says Dave Keith, Director of Business Development at Lakeland Networks.

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### **About Lakeland Networks**



Lakeland Networks provides internet services to more than 7,300 customers. Fibre optic and wireless internet service is provided in communities, from South River south to Orillia, east to Lindsay and Fenelon Falls, as well as service to Wasauksing First Nation and additionally Parry Sound. Lakeland Networks is the largest and most diverse locally owned and based communications provider in the Districts of Parry Sound & Muskoka. Lakeland Networks is a subsidiary of Lakeland Holding Ltd. wholly owned by the municipalities of Bracebridge, Huntsville, Parry Sound, Burk's Falls, Sundridge and Magnetawan.