



## **WOW! Appoints Nancy McGee as Chief Marketing and Sales Officer**

*McGee brings over 25 years of marketing experience to WOW!*

**Englewood, Colo. – February 7, 2018 –** [WOW! Internet, Cable & Phone](#) (NYSE: WOW) today announced that Nancy McGee will join the company as the Chief Marketing and Sales Officer. McGee will officially assume her new role on February 12<sup>th</sup>, 2018 and she will report to Teresa Elder, CEO of WOW!.

McGee is an accomplished marketing executive with extensive experience in the media, cable and telecommunications industry, having served in a number of senior marketing leadership roles for over 25 years. Most recently, McGee was the Executive Vice President of Marketing for Starz Entertainment where she oversaw the network's consumer brand, digital, social media, advertising and affiliate marketing support. Prior to that, McGee held the role of CMO with responsibility for marketing and sales for various multiple-system operators including Adelphia Communications, AT&T Broadband and MediaOne.

In addition to her marketing roles, McGee teaches graduate marketing classes at the University of Denver, Daniels College of Business as an adjunct faculty member. She also sits on its Advisory Board at the University of Denver.

"I am delighted that Nancy is joining the WOW! team. Her ability to develop and execute strategic plans for marketing in complex, competitive environments make her the perfect addition," said Teresa Elder, CEO of WOW!. "Nancy is a collaborative and engaging leader whose customer focus is legendary. She will be a great fit with WOW!'s rich heritage of delivering award-winning customer experiences."

McGee holds a Master's degree and a Bachelor of Science degree in Business Administration from the University of Denver. Nancy also serves as a board member at Maria Droste Counseling Center and is a volunteer for the Cystic Fibrosis Foundation.

For more information on WOW!'s management team, visit <http://www.wowway.com/experience/management-team>.

**Source:** WideOpenWest, Inc.

### **About WOW! Internet, Cable & Phone**

WOW! is one of the nation's leading broadband providers, with a service area that passes over three million residential, business and wholesale consumers. WOW! provides service in 19 markets, primarily in the Midwest and Southeast, including Illinois, Michigan, Indiana, Ohio,

Maryland, Alabama, Tennessee, South Carolina, Florida and Georgia. With an expansive portfolio of advanced services including high-speed Internet services, cable TV, phone, business data, voice, and cloud services, the company is dedicated to providing outstanding service at affordable prices. Visit [wowway.com](http://wowway.com) for more information.

**About WOW! Business**

WOW! Business provides data, Internet, voice and cloud services to business and wholesale customers in Illinois, Michigan, Indiana, Ohio, Maryland and the Southeast. The company is dedicated to delighting customers with friendly, quality service at affordable prices. For more information, please visit [www.wowforbusiness.com](http://www.wowforbusiness.com).

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