

Hot tips to stay connected this summer

or leave the office completely behind

With vacations fast approaching, it's time to think about how to stay connected to vital business communications while out of the office. Did you know Road Runner Business Class offers a range of scalable, broadband options that let you go away without disconnecting from critical business communications?

Like our high-speed Dial Access feature, for example. No matter where you are nationwide, you can send and receive email fast — or go anywhere online — simply by plugging your computer's dial-up line into any telephone jack, then dialing in to a local access number. E-mails can be read the moment they're sent, Web pages viewed instantly, data transferred in a snap.

In addition, Static IP gives you the ability to securely access key files from off-site locations, just as your clients and vendors may already do.

To leave the working world completely behind (at least until you get back), use Road Runner Business Class' Auto-Reply e-mail tool. It gives you three options for notifying people you're away. These include an "out-of-office" reply every time e-mail is received (including multiple messages from the same sender, and an echo option that includes a copy of the sender's original message with the "out-of-office" reply.

Now, with Road Runner Business Class, staying in touch while you're away, or getting some real R&R, is easier than ever.

BUSINESS | CONNECTIONS

A NEWSLETTER EXCLUSIVELY FOR ROAD RUNNER BUSINESS CLASS CUSTOMERS

Issue 3, Vol. 1 • Spring 2005

The Keyword to SUCCESS

How to optimize the Internet to market your business.

To stay competitive in today's e-commerce environment, a solid Internet marketing strategy is critical. A business that does not take advantage of the opportunities the Web has to offer runs the risk of losing valuable customers.

According to a recent report released by the U.S. Department of Commerce, total e-commerce sales for 2004 were estimated at \$69.2 billion, up more than 20% from 2003. E-commerce sales for 2005 are expected to exceed \$80 billion, an increase of 19% from last year.*

Maximum results. Minimal costs.

Market-savvy consumers are increasingly turning to the Internet to research, compare products and pricing, and to purchase online. A recent survey conducted by the market intelligence firm BIGresearch showed that of the 7,300 participants, 75% said they often use the Internet to conduct research before making an in-store purchase.**

Search engine marketing is an easy, cost-efficient way to drive qualified traffic to your site. You may purchase keyword advertising (for example, "Financial Services" or "Accounting") on major search engines like Google® or Yahoo®. You can also use search engine "optimization" techniques to help you gain more visibility. Optimizing your site will help raise your profile on key search engines, making it easier for consumers to find your website when searching.

Business Class solutions that work for you.

Creating and managing a domain name is important when marketing your business online. However, good domain names are often difficult to obtain.

(Continued inside)

What's Inside

Welcome to the Spring 2005 edition
..... page 1

A racetrack stays ahead of the competition
..... page 2

Broadband solutions that work for you
..... inside flap



ROAD RUNNER
Business Class
Experience Broadband™

TIME WARNER
CABLE



The Keyword to SUCCESS

Continued from cover...

Road Runner Business Class can help. With **Domain Name Services**, we perform fast, comprehensive searches of possible domain names and register them for you.

Many businesses also find it useful to host their own websites. However, the costs associated with building a support infrastructure can be overwhelming. Road Runner Business Class provides a wide range of **Web Hosting** solutions — allowing you to manage your website simply and cost-effectively.

Another effective way to strengthen your image online is through branded or vanity e-mail (i.e., jsmith@xyzcompany.com). Personalizing your e-mail can help you establish a strong brand identity and connection to your customers. Road Runner Business Class offers a variety of **E-mail Solutions**, including personalized e-mail mailboxes, domain names, and webmail for employees who work outside of the office

It has never been easier or more cost-effective to market your business on the Internet. Road Runner Business Class provides the tools you need to develop a successful online presence that maximizes your bottom line results.

*U.S. Department of Commerce annual economic analysis released 2/24/05.

**February Consumer Intentions and Actions survey released 02/05 by BIGresearch.

Welcome to the Spring 2005 edition of BUSINESS | CONNECTIONS!

Road Runner Business Class is committed to providing you with exceptional service and the industry's most up-to-date information. As a total solutions provider, we are uniquely qualified to help you choose products and services that can increase the effectiveness of your online business strategy.

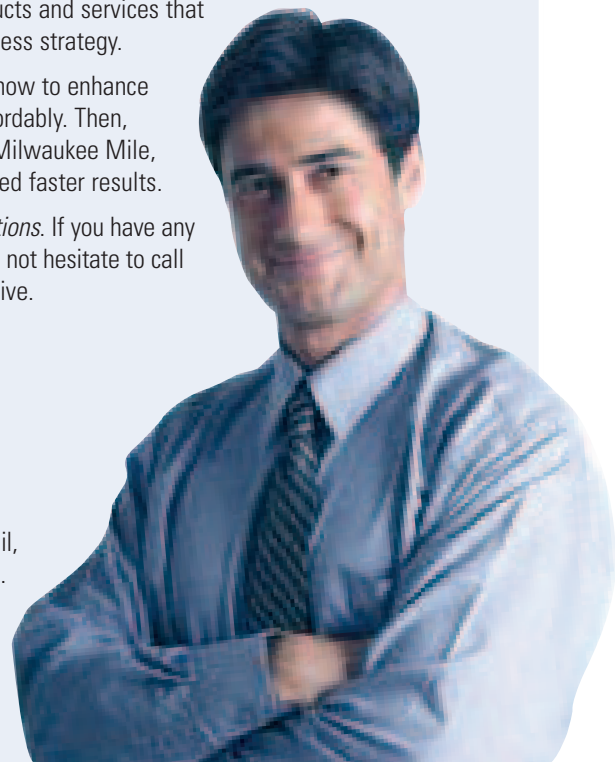
In this issue of *Business Connections*, you'll learn how to enhance your company's online presence — simply and affordably. Then, Business Class@Work gets up to speed with The Milwaukee Mile, where the right broadband connection has generated faster results.

We hope you enjoy this edition of *Business Connections*. If you have any questions or would like more information, please do not hesitate to call your local Road Runner Business Class representative.

Road Runner Business Class

Would you prefer to receive *Business Connections* online?

Now you can receive *Business Connections* via e-mail, along with product updates and special online offers. Simply register online at <http://news.rrbiz.com>.



Business Class@Work

Business Class@Work profiles business people who rely on Road Runner Business Class to connect with greater productivity, profits and success!

Road Runner Business Class helps a top fitness facility STAY IN SHAPE

The Mid-Town Athletic Club of Rochester, NY, works hard to stay at the top of its game. The 140,000 square-foot multipurpose athletic club features fitness, tennis, squash, a sauna, a restaurant and many other top-of-the-line amenities. When it came to strengthening its business communications, Mid-Town chose a proven winner.

"I have to rely on a service that's going to be dependable," says Glenn William, General Manager of the club. "We went with Road Runner Business Class because of the efficiency, the effectiveness... and the speed — it's amazing."

Serving 7,000 members means that you have to be flexible. According to Glenn, Road Runner Business Class has given Mid-Town Athletic Club the muscle to respond to its members' needs in record time. "We're able to communicate more quickly with the corporate office in Chicago and with each other. We're more productive, and that means better service for our members."

Using a kiosk located in the club, members can do a little speed training by accessing the Internet via Road Runner Business Class. "They can access our website to find programming or billing information. They can stay up-to-date on what's happening at the club," Glenn explains. "It's really enhanced the value of their membership."

Members can also keep up with what's going on around the world through Mid-Town's 125 televisions, each connected to Time Warner Cable. "We have a great relationship with Time Warner Cable — the people and the company," Glenn says.

And what's fit for Mid-Town seems to be healthy for other area businesses: Doctors, lawyers and many other small business owners who work out at the club also work with Road Runner Business Class.



The rock-solid reliability and speed of Road Runner Business Class. It's how the Mid-Town Athletic Club stays strong — without breaking a sweat.

LOONEY TUNES, characters, names and all related indicia are trademarks of and © Warner Bros. (s05)
Products and services not available in all areas.

Simple Web solutions THAT MAKE AN IMPACT



As a Road Runner Business Class customer, you have access to our full suite of innovative broadband solutions to help create a successful online presence for your business.

Web Hosting

Everything you need to manage your own website, without building or maintaining servers. Our Web Hosting solutions provide unlimited site updates and traffic reports, as well as state-of-the-art security and 24-hour account setup. We monitor the network and protect your data so you can stay focused on your business.

E-Mail Solutions

With a range of options to choose from, Road Runner Business Class E-mail Solutions offers your business a new class of e-mail. You'll also enjoy personalized mailboxes, domain name registration, branded (vanity) e-mail and webmail. Plus, it's always on — so you stay connected to clients, vendors and employees.

Domain Name Services

Secure your own domain name (yourcompany.com), quickly and easily with Domain Name Services. We perform fast, comprehensive searches of possible names you would like to obtain and register them for you. It's the first step in establishing a strong Web presence.

For more information, contact your local Road Runner Business Class representative.