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WOW! Internet and Cable and Mentis Broadband Solutions Enable Online Sales for Bundled Video and High-Speed Data Services

Cable Industry First: Fully Automated Platform Enables Customers to Order Bundled Services and Schedule an Installation in Real-Time Through the WOW! Website

GREENWOOD VILLAGE, CO - May/03/2004 - Earlier this year WOW! Internet and Cable launched an industry-first sales portal that enables consumers to sign up for bundled video and high-speed data services and self-schedule an installation without ever speaking to a call center representative. The WOW! "Online Sales" initiative, located at www.wowway.com, signals the introduction of fully automated online sales and marketing channels for the cable industry. The online sales portal is powered by the Mentis RTR (Real-Time Response) Platform.

The integrated platform is a 24/7 channel to consumers looking for a convenient way to order cable products and services. With the RTR Platform serving as the core billing integration and management framework, the WOW! Marketing and IT teams deployed the online sales channel in less than four months. The RTR platform is a scaleable legacy billing integration solution designed to provide a cost-effective alternative to proprietary legacy billing API's. The solution includes the RTR "Pricing and Packaging" module that enables operators to centralize and manage service codes across disparate operating divisions and distribute promotional offers through a single web interface.

The automated functionality has enabled WOW! to cut operational costs by reducing the number of calls associated with signing up subscribers as well as creating new revenue opportunities through non-traditional sales and marketing channels. "This is a cornerstone achievement in the creation of next generation sales and fulfillment technologies for the cable industry," said Richard Schoenmaker, CEO of Mentis. "We are excited to be part of the WOW! strategy as they continue to be an innovative leader in the cable technology arena."

About Mentis

Mentis Broadband Solutions (Mentis) is a software and services company focused on creating the next generation of integrated sales and fulfillment technologies for voice, video, and data over broadband services. Mentis software facilitates the sale of products and services via the web, interactive television, retail channels, and wireless devices. Since 1998, Mentis has delivered innovative software solutions and compelling ROIs for customers such as AT&T Broadband, Charter Communications, Echostar Communications, Excite@Home, The International Channel, Sirius Satellite Radio, Time Warner Cable, WildBlue Communications, and WOW! Internet and Cable. For more information, please visit www.mentisbroadband.com.