



For Immediate Release

July 17, 2007

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Got SKY Passes the 10,000 Customer Mark Lifetime WildBlue equipment warranty program drives new customer adoption

PORTOLA, Calif. (July 17, 2007) — Local company, Got SKY Unlimited, announced it surpassed the 10,000 subscribers level in the United States today for its WildBlue Internet service and continues leading the country in customer sales volume. Got SKY, the Plumas-Sierra Rural Electric Cooperative (PSREC) subsidiary, brings high-speed Internet to rural homes and small-offices that would normally not be able to receive it.

Got SKY recently announced its launch of the country's first and only lifetime WildBlue equipment warranty program, along with its expanded coverage to a national audience through its local and national network of agents. The company teams with WildBlue Communications to deliver the satellite technology for its Internet service. WildBlue's satellite access makes the Internet available virtually everywhere without the hassle of a dial-up connection.

"Reaching 10,000 customers is an incredible milestone for Got SKY," said Lori Rice, Chief Operations Officer. Rice continued, "We're proud to have successfully made the jump from a regional ISP to a national firm, thanks to the support of our parent organization, PSREC, and our outstanding staff and local agent and installer network."

WildBlue recently opened a new Gateway for service from beams centered around the Pacific Northwest, where there were over 600 customers on Got SKY's waiting list. "The size of this wait list shows the need for high-speed internet that Got SKY is filling. It's great to be able to provide a high-quality service to people who otherwise would not be able to get high-speed Internet," said Bob Marshall, General Manager of PSREC.

The Portola-based company continues to have the fastest growth ever for a National Rural Telecommunications Cooperative subsidiary, and is the largest WildBlue provider in the country. GotSKY's recent growth spurt was undoubtedly fueled by the launch of its innovative lifetime WildBlue equipment warranty program. For more information on Got SKY's WildBlue lease and warranty program, call 1-800-221-3474.

About Got SKY Unlimited

Headquartered in Portola, CA, Got SKY is a provider of reliable, satellite high-speed Internet service and is a wholly-owned subsidiary of Plumas-Sierra Rural Electric Cooperative. Established in 2005, its mission is to provide Internet access and support services at affordable prices to under-served homes and small businesses.

About Plumas-Sierra Rural Electric Cooperative

Founded in 1937, Plumas-Sierra Rural Electric Cooperative (PSREC) is a member-owned electric distribution utility providing electrical power and related services to over 6,300 member/owners in Plumas, Lassen, and Sierra counties in California, and parts of Washoe County Nevada. The cooperative is controlled by the membership through an elected seven-person board of directors.

PSREC's wholly-owned telecommunication subsidiaries, Plumas-Sierra Telecommunications and Got SKY Unlimited, offer Satellite TV, Dial-up Internet Service, Wireless Internet Service and High-speed Internet powered by WildBlue Satellite Service.

Office headquarters are in Portola, CA, with a branch office in Susanville, CA.

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