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BURLINGTON TELECOM ANNOUNCES NEW DIVISION MANAGER OF MARKETING AND CUSTOMER SERVICE

Newly-created Position Expected To Enhance BT's Marketing Plans and Capability

BURLINGTON, VT –Burlington Telecom (BT) announced today the addition of Lisa Geisweit as Division Manager of Marketing and Customer Service. This newly created position is responsible for management of Customer Service staff and operations, as well as directing marketing efforts in support of Burlington Telecom's operational goals including residential and commercial sales.

"We are extremely pleased to have someone with Geisweit's qualifications in this position," stated BT General Manager Chris Burns. "Her strong communication and analytical skills, as well as her energy and enthusiasm will serve Burlington Telecom well. Her ties to the Burlington area make her an ideal match to the needs of this position."

Burlington Telecom provides state of the art telecommunication services—including cable TV, telephone and symmetrical high-speed Internet, as well as Wi-Fi hot spots throughout Burlington. Geisweit's new responsibilities include the development, analysis and direction of the marketing and sales strategies for BT services. Responsibilities also include the creation of marketing materials and procedures appropriate to services and market segments, including opportunities outside of the City of Burlington, as well as the creation and management of marketing and customer service operating budgets. Geisweit will be responsible for the development, training, motivation and management of BT's customer service team.

“This is an exceptional opportunity to work with the fine team of people that make up Burlington Telecom,” said Geisweit. “I very much look forward to maintaining and building upon their excellent reputation for quality customer service and responsiveness and to making a difference in the quality of life here in Burlington.”

Geisweit brings extensive experience within the customer service environment and strong Burlington connections. Her most recently held position was Assistant Vice President of Operational Development at the Vermont Federal Credit Union for more than five years. During her tenure there her responsibilities included overseeing operations at six branches, establishment of the call center, training for loan teams and front line staff, as well as extensive involvement in the creation and marketing of retail products and services. Geisweit is a graduate of the Leadership Champlain program through the Lake Champlain Chamber of Commerce. The highly competitive program offers participants insight into Burlington community issues through active and team-based learning, networking and exposure to community leaders.

Geisweit’s previous employment also included serving as a Senior Loan Originator for Homebound Mortgage in Colchester, the Gannett Company, including positions with the Burlington Free Press here in Vermont and with papers in Gainesville, GA, and Cherry Hill, NJ. She is a graduate of Temple University.

Since February 2006, Burlington Telecom has provided fiber-to-home telecommunication services—including cable TV, telephone and symmetrical high-speed Internet. BT offers Burlington residents and businesses up-to-date access, emphasizing quality customer service and reliability at reasonable cost. Burlington Telecom is municipally owned and a project of the City of Burlington. BT is one of 34 all-fiber networks as certified by the Fiber to the Home (FTTH) Council. For more information about Burlington Telecom, visit www.burlingtontelecom.net.

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