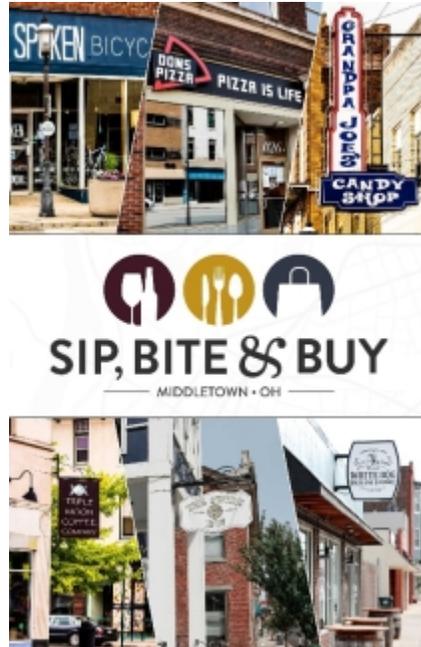


For Immediate Release

Downtown Middletown Launches Loyalty Rewards Program, Free Wi-Fi



Middletown, Oh (September 29, 2020) – Downtown Middletown Inc., in partnership with the City of Middletown’s Economic Development department, will launch a new loyalty rewards program, Sip Bite Buy, on Friday, October 2. The First Friday kickoff, entitled “Fall in Love with Downtown”, encourages patrons to enjoy the many options for dining, refreshments and shopping available in the downtown area. “Downtown Middletown is home to many independent small businesses,” said Chris Xeil Lyons, Economic Development Director for the City of Middletown. “This program will encourage people to visit these unique shops, bars, and restaurants, while rewarding them for doing so.”

Simply pick up a passport at one of over 40 participating businesses and make a minimum purchase of \$10 to receive one stamp. After securing 10 stamps at 10 different businesses, the passport can be turned in to win monthly gift card drawings. Weekly gift card giveaways will also take place for a highlighted business of the week. The program runs through January 31, 2021. More information can be found on the Downtown Middletown Inc. website, www.downtownmiddletown.org or Facebook event page <https://www.facebook.com/downtownmiddletown>.

The City of Middletown, in partnership with Cincinnati Bell, will also officially launch free Wi-Fi access downtown on October 2. Cincinnati Bell’s Smart City solution features WiFi

coverage in the Designated Outdoor Refreshment Area (DORA), as well as analytics and engagement software to support local businesses and drive economic development.

As part of the Sip Bite Buy program, Cincinnati Bell will sponsor WiFi Wednesdays on the third Wednesday of every month, which will feature exciting giveaways.

“Cincinnati Bell has been connecting businesses and customers for more than 140 years, and our WiFi and Smart City partnership with the City of Middletown continues this tradition,” said Jason Praeter, President and General Manager of Cincinnati Bell’s Entertainment & Communications business. “Connectivity is particularly critical given the challenges we are facing as a community, and Cincinnati Bell is proud to be working with leadership from the City of Middletown on this important economic development initiative.”

About Cincinnati Bell Inc.

With headquarters in Cincinnati, Ohio, and a local office in the Dayton area, Cincinnati Bell Inc. (NYSE: CBB) delivers integrated communications solutions to residential and business customers over its fiber-optic and copper networks including high-speed internet, video, voice and data. Cincinnati Bell provides service in areas of Ohio, Kentucky, Indiana and Hawaii. In addition, enterprise customers across the United States and Canada rely on CBTS and OnX, wholly-owned subsidiaries, for efficient, scalable office communications systems and end-to-end IT solutions. For more information, please visit www.cincinnati-bell.com. The information on the Company’s website is not incorporated by reference in this press release.