



Dear Friends, Neighbors, and Valued Cellcom/Nsight Customers,

Over the past five days, many of you have been impacted by a service disruption – and I want to begin by saying something simple, and deeply meant: I'm here.

While I've been closely involved from the very beginning, this is the first time I'm writing to you directly. That wasn't because I didn't want to – it was because I truly believed we'd be past this quickly. I stayed focused on the fix, confident that we'd be able to restore service fast.

We've always believed in being present, open, and accountable to the people we serve. That's what this letter is about.

We experienced a cyber incident. While this is unfortunate, it's not something we were unprepared for. We have protocols and plans in place for exactly this kind of situation. From the start, we've followed those plans – including engaging outside cybersecurity experts, notifying the FBI and Wisconsin officials, and working around the clock to bring systems safely back online.

The incident was concentrated on an area of our network separate from where we store sensitive information related to you, our Cellcom/Nsight family. We have no evidence that personal information related to you, your name, your addresses, your financial information, is impacted by this event.

Thanks to an incredible amount of hard work and tenacity, we achieved a major milestone last night. We are building on that success and expect to have the rest of service restored this week. Every part of this recovery is being handled with care and precision – we will not rush anything that compromises safety, security or trust.

For 115 years, as a company that began as a local telephone provider, we've understood that connection is everything. Generations of my family have had the privilege of serving generations of yours. We've grown and changed with the times, but our purpose has always remained the same: helping you stay connected to what matters most. We know this disruption has caused frustration and, for some, real hardship – and for that, I am truly sorry.

In the midst of it all, I've witnessed what makes this company special. Across the organization, people put mission ahead of role, put pride aside, and put the community first. We saw teams find creative solutions, take personal initiative, and step outside the bounds of job descriptions to make things right. That spirit – of care, urgency and accountability – has defined our response and will continue to shape our path forward.

To our employees – thank you. Your heart and grit during these trying days make me proud beyond words.

To our customers – thank you. Your patience, understanding and kindness mean the world to us. We've felt your support every step of the way, and we don't take it for granted.

We know that gratitude alone isn't enough – we're taking responsibility. We're covering the time you were without service, and then some.

Please know that we hear you, we appreciate you, and you have the very best team in the world on the case. I know we will be a better and stronger Cellcom/Nsight for this experience.

Warmly,

Brighid Riordan