



FOR IMMEDIATE RELEASE

Sparklight® Invests \$27 Million to Bring Fiber Internet to Payson

March 5, 2024 – Payson, Ariz. – [Sparklight®](#), a leading broadband communications provider, recently connected its first Payson residential customers to the company’s fast and reliable fiber internet service, which is now available to more than 2,400 residential and business customers in the Payson community.

Construction on a \$27 million state-of-the-art network continues throughout Payson, with services becoming available in a phased, neighborhood-by-neighborhood basis over the next 18 months. The company’s all-fiber network will ultimately connect nearly 8,500 Payson residential and business customers, with anticipated completion in summer 2025.

“Sparklight is invested in building a future-proof network in Payson, designed to handle the rapidly-evolving technology needs of our residential and business customers,” said Matt DeMuro, Senior Director of Market Expansion for Sparklight. “We understand that families and businesses are reliant on the internet in their day-to-day lives, and we are committed to providing fast, reliable and local service that our community can count on.”

Payson residential customers can take advantage of symmetrical speeds up to 6 Gigs and business customers have access to symmetrical speeds up to 5 Gigs. Payson customers also have access to Wall-To-Wall WiFi, an advanced whole-home connectivity solution. Teaming up with eero, an Amazon company, Sparklight offers the eero Pro6E to deliver comprehensive WiFi coverage throughout the home – regardless of size or shape, creating a wide-ranging signal that eliminates dead zones. Powered by the latest Wi-Fi 6 technology, Wall-To-Wall WiFi connects and transmits wirelessly, while eero’s patented TrueMesh technology learns the layout of a network to intelligently route traffic and help optimize a customer's WiFi.

Sparklight continues to invest in bringing fast and reliable internet to the communities it serves. Over the past three years, the company has invested more than \$1 billion across its footprint in network upgrades and enhancements to stay ahead of customer demand for increased speed and data and to lay the groundwork to launch speeds as fast as 10 Gigabits (10G) and beyond. With the launch of Wall-To-Wall WiFi and the company’s roadmap to next gen DOCSIS 4.0 underway, Sparklight is looking forward to delivering speed 10 times faster than today’s networks.

For more information about Sparklight, visit www.sparklight.com. Wall-To-Wall WiFi information is available at www.sparklight.com/wall-to-wall-wifi.

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About Sparklight

Sparklight® is a leading broadband communications provider and part of the Cable One family of brands, which serves more than 1 million residential and business customers across 24 states. Powered by a fiber-rich network, Sparklight provides consumers with a wide array of connectivity and entertainment services, including high-speed internet and advanced WiFi solutions, cable television and phone service. Sparklight Business provides scalable and cost-effective products for businesses ranging in size from small to mid-market, in addition to enterprise, wholesale and carrier customers.

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