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Contact: Jody Heustess  
(910) 755-1728

## **Atlantic Telephone Announces New Name and Unveils New Logo**

*Change made to reinforce the company's focus on providing a multitude of communications services.*

Shallotte, NC- Atlantic Telephone Membership Corporation announced today that it will now conduct business under the name ATMC and has unveiled a new corporate logo.

The name change announcement was made today by Percy Woodard, General Manager and CEO of ATMC. "The simple truth is that we are a great deal more than 'just a telephone company' and we wanted a new name and identity that reflects our full spectrum of service offerings. Aside from telephone service, we also provide cable television, Internet, broadband and Cingular wireless service, and our old name and logo with the telephone did not accurately convey this."

On March 16<sup>th</sup>, ATMC advertising will no longer feature the familiar green "telephone-A" logo. Beginning in April, ATMC customers will receive their bills in envelopes with the new blue and black corporate logo. The logo features a circle with three white "waves" representing a convergence of ATMC's "communications, information and entertainment" service offerings, with the letters "ATMC" in black.

"The green logo has been our corporate logo since 1978 and is really well known, but the time has come to change our look to keep up with all of the great advancements we're making at ATMC," said Woodard. "This is the perfect time to make the change because we are celebrating our 50<sup>th</sup> Anniversary and have a number of major projects underway. These include the opening of our new corporate headquarters, continuation of our ten-million dollar wireless build-out project, opening of three wireless retail stores and the introduction of high definition television (HDTV) later this year. With all of these exciting things on the horizon, this is the perfect time to make the change."

Founded in 1955, ATMC is the largest member-owned communications cooperative in North Carolina with over 33,000 members and 42,000 access lines. ATMC provides a multitude of communications services including local telephone, long distance, paging, business communication systems, Cingular wireless, Internet/DSL and cable television service.

For more information, call the ATMC Marketing Department at (910) 755-1728 or visit online at [www.atmc.net](http://www.atmc.net)