



## Cox's definition of the bundle:

- The most compelling value of entertainment and telecommunications services available in our markets.
- Multiple, converged services delivered via one fully integrated network to offer greater consumer convenience and value, examples:
  - Phone tools – set your phone features from your Cox.net home page
  - iTV – get Web-like information and order Cox services using our Cox Digital Cable remote control
  - Mobile access to your services using wireless devices
  - Caller ID on the TV
- One phone number to call for customer support or questions regarding any service or feature within the bundle.
- Convenient choices between single bill or flexible separate bills.

## Cox is the leading bundle provider:

### Cox was the first bundler

- In 1997, Cox was the first company to deliver a three-product bundle of telephone, high-speed Internet and digital cable television over a single broadband network. The first Cox system to offer the innovative three-product bundle was Orange County, CA.
- Today, greater than 60% of our customers subscribe to two or more services; and approximately 30% of customers subscribe to all three services.
- In 2007, Cox began offering wireless service under the brand name Pivot, allowing customers to access their Cox services when away from home.

### Cox is widely regarded as the best bundler:

- No other company has higher/award-winning customer satisfaction for all three services.  
[\(Click here to access information about awards and honors.\)](#)

### Customer Satisfaction

- Cox customers receive a discount when they subscribe to more than one service, saving roughly \$150 a year by subscribing to all three Cox services rather than purchasing them separately.
- Churn rate is 45% lower for Cox's 3-service bundled customers than it is for single-service customers.
- Over 85% of Cox customers with a 3-product bundle would recommend, or already have recommended, Cox's bundle to a friend.<sup>††</sup>