



FOR IMMEDIATE RELEASE

Carbonite and Massillon Cable TV Announce Agreement to Offer Online Back-up Service to Massillon Subscribers

BOSTON, MA, MASSILLON, OH, and DENVER, CO April 29, 2008 – Carbonite, Inc., and Massillon Cable TV, Inc. have teamed up to offer Carbonite’s award-winning online backup service to Massillon’s residential subscribers. The deal was brokered by OLBEX Solutions, LLC, Carbonite’s authorized representative to the U.S. broadband industry.

This announcement was made jointly by Carbonite CEO David Friend, Massillon Marketing Manager Shannon Delaney, and OLBEX SVP Sales & Marketing Ralph Valente.

Boston-based Carbonite is at the forefront of online PC backup for the consumer and small business market. Massillon Cable TV, Inc. (MCTV) is a leading provider of video, data, and voice services to residential, small business and commercial customers in Western Stark County, and Wayne County, Ohio. OLBEX Solutions is a Denver-based aggregator and facilitator of leading edge broadband enhancement products and services to the broadband industries.

Carbonite Online Backup installs with just a few clicks and runs quietly in the background, continuously backing up all data files. It is completely automatic – once installed, Carbonite finds all new and changed files, and continues to back them up whenever the PC is connected to the Internet. Using the same encryption as banks, data is stored securely offsite and can be recovered at any time in a few hassle-free steps.

“Cable companies are excited about online backup because it has the potential to reduce churn,” said Carbonite CEO David Friend. “If you have all your data backed up with your cable company, it’s an incentive not to switch because you’d have to start your backup all over again with another vendor. And it’s a great opportunity for MCTV to increase their revenue per subscriber. Every one of their customers should be backing up their computers with this simple and secure service. We’re glad to be working with forward-thinking ISPs like Massillon who see the profit potential in offering online backup to their subscriber base.”

Friend added that most consumers and SoHo workers do not have offsite backup and don’t back up frequently enough, if at all. “Your backup should not reside in your house or place of business – it has to be offsite. With a product that’s both automatic and affordable, there’s no longer any excuse for not protecting your data.”

“Cable companies need to continue to innovate and to offer products and services that are of the highest caliber” said MCTV Marketing Manager Shannon Delaney. “Our partnership with Carbonite gives us the opportunity to be ahead of the curve within the cable industry by bundling the Carbonite online backup product with our high speed Internet service.”

“The cable industry in the United States is under more pressure than ever,” said Ralph Valente, senior vice president of sales and marketing for OLBEX. “As Telcos continue their aggressive roll-out, cable operators are looking for ways in which they can differentiate the broadband experience of their customers. The Carbonite product will help operators generate incremental revenue and better manage churn with a product that enhances customer loyalty and satisfaction.”

About Carbonite

Carbonite launched its Online Backup service in May 2006. Carbonite’s industry-first offer of unlimited back-up space for a flat low price revolutionized the market for consumer and small business backup services. So far the company has backed up over 1 billion files, has restored more than 100 million lost files for its customers and has a large data center where capacity is measured in petabytes. There are Carbonite users in nearly 100 countries. For more information, please visit www.carbonite.com.

About Massillon Cable TV

Massillon Cable TV, Inc. is a family-owned and operated telecommunications provider delivering advanced video, data and voice services to more than 45,000 homes in Stark and Wayne Counties in Ohio. Visit www.massilloncabletv.com.

About OLBEX

OLBEX Solutions, with offices in Denver and New York, assists our ISP partners to enhance the broadband experience of their customers and clients by delivering cutting-edge and award-winning online backup and retrieval systems for consumers and the SMB market. These products help our partners generate incremental revenue, grow market share, and increase customer loyalty and satisfaction, all without any upfront fees or capital investment. Differentiate yourself with OLBEX. Visit us on the web at www.olbex.com.

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