

**For Immediate Release**

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**WOOSHCOM® Announces Re-mux Rebate Program**

WOOSHCOM® Corporation is announcing the introduction of a new aggressive pricing programs designed to make the value proposition offered by WOOSHCOM's unique Model 3010, DHEI to ASI MPEG-2 interface adapter very compelling to cable operators deploying new MPEG re-multiplexers (also called statistical multiplexers).

WOOSHCOM's rebate program offers substantial rebates of up to \$400 per Model 3010 adapter when purchased at regular retail prices. Their new rebate program is for cable operators deploying new re-multiplexers if they choose to deploy a qualified re-multiplexer with no DHEI input ports. Acceptable proof of purchase must be submitted to qualify for the rebate. The program will start immediately and will run through Nov 15<sup>th</sup>, 2003. Currently qualified re-muxes are BigBand Networks' BMRs and Terayon's CherryPickers. Re-multiplexers from other vendors are being evaluated for inclusion in the program. **Extended!**

“It doesn't make sense to deploy a re-mux with DHEI interfaces today just to have to replace them tomorrow. There are many hidden costs associated with deploying DHEI on a re-mux. First is the cost of what we call the input port granularity – because input ports come in multiples there is a cost associated with the extra, unused, DHEI ports that are wasted. This “granularity cost” is the first hidden cost. Second is the labor cost and hassle associated with moving all the DHEI equipment so that it is within 12 feet of the re-mux and the potential service disruption that could occur. Third, and most substantial is the cost of replacing a re-mux's DHEI cards with ASI cards as DHEI equipment reaches the end of its life - that is, assuming the replacement card is even available. Our rebate program is designed to make the value proposition offered by our Model 3010 adapter and the deployment of re-muxes with 100% ASI very compelling” says Mr. Marler, Founder and CTO of WooshCom Corporation.

**About WOOSHCOM®**

WOOSHCOM® Corporation provides innovative products to make MPEG-2 interfacing flexible and seamless. WOOSHCOM® has been supplying such solutions to the cable television and satellite industries since 1995. WOOSHCOM®, a privately held firm, is headquartered in Denver, Colorado, and can be found on the web at [www.WooshCom.com](http://www.WooshCom.com).