



## Monster Broadband Leads the Charge in Rural Middle Tennessee

**Name:** Monster Broadband

**Location:**  
Lincoln County

**Products/Services:**  
High-speed Internet services

**Leadership:**  
Rich Ellis, President and CEO

**Founded:** 2009

**Reach:** Regional

**Innovative Insight:**  
Monster is targeting areas of the state that do not yet have broadband, in order to put everyone that wants access on the Information Highway

**Impressive Reach**  
Monster is adding approximately 30 customers per month from a variety of counties throughout Middle Tennessee.

**Middle Tennessee** – Areas of Middle Tennessee that previously had no Internet access are on the Information Highway, thanks to collaborative efforts between county officials and Monster Broadband. After Connected Tennessee staff introduced Mayor Peggy Bevels to the team at Monster, plans quickly got underway to roll out high-speed Internet across several counties.

Monster Broadband is a local wireless provider that is, targeting communities that do not yet have DSL or cable modem services. Since their launch in July 2009, they have lived up to their name – bringing broadband to the masses in areas that previously had no access. Monster’s co-owner, Steve Baker, shares a timeline of their impressive progress:

- July 2009 Monster successfully turned up its first network / tower in Moore County.
- By September they had three towers in the Moore County area, servicing approximately 65 customers.
- By October, Monster had its first tower located outside of Moore County, covering the rural areas of Coffee County.
- By November, they had over 100 + customers on our network, adding 22-28 customers per month, expecting to break the 200 customer mark by March.
- By the end of December, Monster expanded its networks into Bedford County turning up two towers serving the Bell Buckle community.
- In January, they signed a lease agreement with the town of Huntland in Franklin County with services starting February the 17th.
- In January 2010, they also signed a lease agreement to build a tower in Decherd located in Franklin County. The tower is currently under construction with a completion date of February 11th.
- February 1st, Monster announced its voice program called MonsterVoice. MonsterVoice offers unlimited local and long distance phone service in North America and Canada
- Monster turned up six new towers throughout 2010, expanding services into Winchester, Manchester, Shelbyville and Fayetteville.

For more about Monster Broadband, visit [www.monsterbroadband.com](http://www.monsterbroadband.com).

### **About TN 95:**

*Citizens across the state are using technology in innovative ways to ensure that Tennessee remains the place of choice to live, work and raise a family. Connected Tennessee is profiling businesses and Tennesseans in each of the state's 95 counties to identify lessons learned on the path to successful innovation. For more information visit our Web site at [www.connectedtn.org](http://www.connectedtn.org) or call 615-242-9508.*