



THE KING ARTHUR FLOUR COMPANY, INC.

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March 22, 2010

The Honorable Larry Strickling
Assistant Secretary of Commerce
National Telecommunications and Information Administration
U.S. Department of Commerce
1401 Constitution Avenue NW
Washington, D.C. 20230

Dear Assistant Secretary Strickling:

On behalf of The King Arthur Flour Company, I wish to express our commitment to the joint statewide broadband proposal submitted by the University of New Hampshire. The State of New Hampshire will be submitting a joint application on behalf of several colleges and universities as well as NH FastRoads, a community broadband effort, to the National Telecommunications and Information Administration (NTIA) Broadband Technologies Opportunities Program (BTOP) Round 2 program. The King Arthur Flour Company is impacted directly by lack of available connectivity and by the high cost of connectivity due to insufficient supply and inadequate price competition in New Hampshire.

The lack of universal high speed internet service puts this region at a serious disadvantage in relation to other parts of the world. Among other problems, the lack of universal very high speed connectivity causes us to suffer loss of productivity and limits our ability to cultivate virtual office options for our employees. It also makes it more difficult for us to recruit qualified applicants for our high paying jobs and limits our ability to connect with our local customers.

The Network New Hampshire Project being proposed by the statewide partner group led by the University of New Hampshire will be extremely useful for our business, employees, and customers.

For these reasons, we at King Arthur Flour are enthusiastically committed to New Hampshire's efforts at constructing the Network New Hampshire Project and NH FastRoads. We encourage the funding and construction of this project, and we look forward to being a customer of the finished network.

Sincerely,

Steve Voigt

President & CEO