



BLUEPEAK – AN INNOVATIVE FIBER INTERNET PROVIDER – HAS ARRIVED TO PUSH THE BOUNDARIES OF POSSIBILITY FOR COMMUNITIES

Denver, CO | February 21, 2022 — Bluepeak, an innovative, fiber-internet provider known today as Vast Broadband in its South Dakota and Minnesota markets, announced its plan today to transition to its new brand name across all its markets this summer.

The rebrand was the result of months of market research, gathering employee feedback and the new journey the company embarked upon since beginning expansion to new markets. More than a name change, the new Bluepeak brand represents:

- The foundation of the values, work and achievements of the Vast Broadband team.
- The path to growth the company has charted, including ongoing expansion into markets in Wyoming, Oklahoma, North Dakota and more.
- The Bluepeak vision which is to be relentlessly for customers and bring cutting edge technology to places that have lacked access to it without the things that get in the way of great service, like red tape, hidden fees, and long wait times.

“Bluepeak is more than a name to us. It’s who we are and speaks to the impact we aim to have in our communities,” said Rich Fish, CEO of Bluepeak. “This is a great day for our teams and customers. Bluepeak’s purpose is to push the boundaries of possibility for communities by providing big-city broadband with small-town service and future-proof fiber internet for how customers live their lives.”

Existing customers may notice a seamless transition – from the Vast Broadband brand currently operating in South Dakota and western Minnesota to Bluepeak – of everything from product package offerings, bill statements, and advertisements, retail location signs, employee uniforms, company vehicles, and more, in the near future. The transition to the new Bluepeak brand will happen over the coming months and be complete in June of this year. The new Bluepeak brand is anchored in a simple, blue logo with gold, orange, and light blue color palette.

Current and new customers can also still count on Bluepeak to offer speedy broadband, safe connections, and more innovation alongside its dependable, neighborly service. Current customers will not experience any disruptions in their service.

Bluepeak is hiring for several roles as the company grows in South Dakota, Minnesota, Oklahoma, Wyoming, and Colorado. Current openings can be found online on the [Bluepeak Careers page](#).

About Bluepeak

Bluepeak is building a faster, more reliable internet without the things that get in the way of great service—like red tape, hidden fees, and slow response times. Offering up to 5 gigabits of speed for residential customers and 10 gigabits for businesses, Bluepeak is a whole new ballgame — from internet to TV, to connecting every device in a home, to powering a business, Bluepeak not only provides the best fiber connections in the communities it serves but also meets the growing needs for how its customers live.

Bluepeak (Clarity Telecom LLC) is known as Vast Broadband today in South Dakota and portions of western Minnesota until those markets rebrand as Bluepeak in the summer of 2022. Visit www.meetbluepeak.com to learn more.