
PRESS ANNOUNCEMENT

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Project Endeavor Expands Latest Equipment Offerings for Deaf and Hard of Hearing Americans

New equipment menu now includes the iPhone 4S, along with the popular iPad2.

SIOUX FALLS, S.D. (March 7, 2012) — Today, CSD announced broadening its selection for Project Endeavor's menu of broadband equipment to now make available the iPhone 4S. Back in July 2010, the National Telecommunications and Information Administration announced CSD was awarded a multi-million dollar grant to make discounted high-speed Internet/broadband accessible to the nation's deaf and hard of hearing population. Since that time, Project Endeavor gathered feedback from its consumers as to exactly how they want to find that access, and this new evolution of equipment options is based on consumer demand for the iPhone 4S.

Project Endeavor provides deaf and hard of hearing people with resources to empower them to fully participate in today's digital society and become involved, productive and independent citizens. Implemented in late summer of 2010, Project Endeavor is a nationwide program under CSD, which was established as a result of a multimillion dollar grant from the National Telecommunications and Information Administration (NTIA), working under the U.S. Department of Commerce's Broadband Technology Opportunities Program. This overall initiative is part of the American Recovery and Reinvestment Act.

It's all part of this groundbreaking program that brings Internet access to deaf and hard of hearing people, maximizes that access, and works towards sustaining long-term access once Project Endeavor comes to completion.

"As Project Endeavor continues to evolve, we are dedicated to providing consumers exactly what they want — products like the iPad2, iPod Touch and now the iPhone 4S — all at a discounted cost to eligible recipients," said Ben Soukup, CSD chief executive officer. "Our goal is to provide Internet access to as many eligible deaf and hard of hearing people as possible, and by the end of Project Endeavor we'll have created more than 10,000 new adopters of broadband technology."

Project Endeavor also has an established information resource center on its website where you can view educational videos in the areas of technology, employment, advocacy, finance, equipment/products, and even general information. All of the videos are signed, captioned and voiced, to provide access to all deaf, hard of hearing and hearing people as well. For more

information about Project Endeavor, go to www.projectendeavor.com, and for more information on CSD, go to www.c-s-d.org.

Made possible by the Broadband Technology Opportunities Program, also referred to as BTOP.

About CSD — *CSD (a.k.a. Communication Service for the Deaf, Inc.) was established in 1975, primarily to provide sign language interpreting services to deaf and hard of hearing adults in South Dakota. Today, CSD offers employment opportunities to nearly 2,000 individuals in 27 offices and locations all across the nation and internationally, providing a broad continuum of social and human services programs, as well as telecommunications relay and contact center services. CSD is a private nonprofit agency dedicated to providing quality services; ensuring public accessibility; and increasing awareness of issues affecting the deaf, hard of hearing and individuals with speech disabilities. For more information, please visit www.c-s-d.org.*

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