



## Frontier Communications to Host "Facebook for Businesses" Webcast

### A basic "how to" for engaging customers, friends and colleagues

BURNSVILLE, Minn., May 09, 2011 (BUSINESS WIRE) --

With more than 500 million users worldwide, Facebook is the dominant force in social media. Every month, Facebook users spend more than 700 billion minutes on the site. For local businesses, the question is whether their customers and prospects are among this vast audience, and if so how do they reach and engage them?

Frontier Communications [NYSE:FTR] will host a FREE live one-hour webcast to examine ways companies and organizations can build a successful presence on Facebook. The webinar will be held Wednesday, June 8, 2011 at 10 a.m. CDT. More information and registration details are available at [www.frontier.com/facebook](http://www.frontier.com/facebook). A replay of the webcast will also be available following the web event at [www.frontier.com/facebook](http://www.frontier.com/facebook).

"Facebook is continually evolving and its effect on brands and marketing are simply too big to ignore," said Bill Fuesz, Regional Director of Commercial Marketing for Frontier. "During Frontier's recent FREE webcast on social media, we received many questions about how businesses and organizations can best tap into Facebook's enormous potential. This webcast will look exclusively at Facebook, best practices for using it, and practical tips for Facebook novices and veterans alike."

The webcast will feature experts Chris Treadaway, founder and chief executive officer of Notice Technologies, and Albert Maruggi, founder and president of Provident Partners.

Treadaway is the author of "*Facebook Marketing: An Hour a Day*." A serial entrepreneur, Microsoft alumnus and 14-year veteran of Internet businesses, Treadaway is a widely recognized authority on Internet marketing.

Maruggi is host and producer of the Marketing Edge podcast and a senior fellow at the Society of New Communications Research. With a 25-year career in broadcast journalism, national politics, corporate marketing and venture capital, Maruggi is a well-rounded and knowledgeable resource on new media and consumer engagement.

Topics to be covered during the webinar include:

- The evolution of Facebook
- Best practices for integrating Facebook into an overall online marketing strategy
- Tips to build effective Facebook pages and marketing & ad campaigns
- Facebook do's and don'ts

This FREE webinar is part of an ongoing series of web events hosted by Frontier Communications and follows a highly successful social media webcast held in March and an equally well-received disaster preparedness planning webinar in January earlier this year.

"These webcasts are part of our ongoing conversations with business leaders and the community at large," Fuesz said. "Social media dynamics are constantly changing and we know Frontier's customers are looking for credible sources of new information. We want to keep the dialogue going as the success of our customers is essential to our growth as well."

### About Frontier Communications

Frontier Communications Corporation (NYSE: FTR) is a Fortune 500 company included in the S&P 500 Index offering voice, High-Speed Internet, satellite video, wireless Internet data access, data security solutions, bundled offerings, specialized bundles for small businesses and home offices, and advanced business communications for medium and large businesses in 27 states and with approximately 14,900 employees. It has a 100 percent U.S.-based workforce. More information is available at [www.frontier.com](http://www.frontier.com) and [www.frontier.com/ir](http://www.frontier.com/ir).

SOURCE: Frontier Communications Corporation

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