

**BUSINESS AND RESIDENTIAL  
PRODUCT REFERENCE AND PRICING GUIDEBOOK**

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SECTION 11 – MARKET TRIALS

11.1 General Information

From time to time, the Company shall, at its option, promote subscription or stimulate network usage by offering market trials to certain Customer (if eligible) of target areas for a limited duration. Market trials will be made available to a limited number of Customers within a target area to test new products and services prior to implementation on a larger scale.