



NEWS RELEASE

## CenturyLink Launches New Advertising Campaign

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MONROE, La., March 11, 2013 /PRNewswire/ -- **CenturyLink, Inc.** (NYSE: CTL), the nation's third-largest telecommunications company and a global leader in cloud infrastructure and hosted IT solutions, today is launching a new advertising campaign across the U.S. designed to highlight the company's advanced network, managed hosting and cloud capabilities.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/60744-centurylink-new-u-s-advertising-campaign-aimed-at-businesses-of-all-sizes>

(Logo: <http://photos.prnewswire.com/prnh/20130311/MM74151LOGO>)

In television, print and online ads, CenturyLink is reinforcing its commitment to being a business partner that provides leading global broadband, cloud infrastructure and hosted IT solutions. The campaign is about freeing businesses to focus on innovation and growth by providing them with dedicated, responsive support and the capabilities needed to make their business even more reliable, secure and agile.

"We believe our new campaign helps reinforce CenturyLink's competitive position by highlighting our unique ability to provide fully integrated, scalable end-to-end solutions for businesses of all sizes," said Glen F. Post, III, CenturyLink's chief executive officer and president. "Our products and services, along with our dedicated customer service, mean we can provide real value to our customers and enable them to focus on what they do best – run their businesses."

While CenturyLink is highlighting its business offerings in this campaign, it is still committed to providing broadband, entertainment and voice services to the millions of consumers it serves across the U.S.

"Though this brand campaign focuses on our business offerings, our strong commitment to our residential

customers remains," Post said. "We are dedicated to being the leading broadband provider in our markets and we continue to roll out new and innovative products, such as CenturyLink® Prism™ TV."

### **About CenturyLink**

CenturyLink is the third largest telecommunications company in the United States and is recognized as a leader in the network services market by technology industry analyst firms. The company is a global leader in cloud infrastructure and hosted IT solutions for enterprise customers. CenturyLink provides data, voice and managed services in local, national and select international markets through its high-quality advanced fiber optic network and multiple data centers for businesses and consumers. The company also offers advanced entertainment services under the CenturyLink® Prism™ TV and DIRECTV brands. Headquartered in Monroe, La., CenturyLink is an S&P 500 company and is included among the Fortune 500 list of America's largest corporations. For more information, visit [www.centurylink.com](http://www.centurylink.com).

SOURCE CenturyLink, Inc.