



INTERNATIONAL

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Eastlink Taps CSG Ascendon® to Further Elevate the Consumer's Online Viewing Experience

ENGLEWOOD, Colo.--(BUSINESS WIRE)-- [CSG International \(NASDAQ: CSGS\)](#), a global provider of interactive, transaction-driven solutions and services, today announced that Eastlink, one of Canada's leading video entertainment and communications service providers, has chosen CSG Ascendon to further strengthen the consumer viewing experience.

CSG Ascendon is a new platform designed to enable service providers like Eastlink to launch, scale and monetize new digital services such as movies, games, home security and over-the-top offerings with a seamless link to the customer's existing services.

"With so many options for consumers to find and view video content, we are committed to building on the compelling viewing experience we currently offer, which we believe will keep our customers coming back for more," said Lee Bragg, CEO of Eastlink. "As a complement to our existing services, Ascendon can help us simplify access, payment and viewing of movies and TV shows online, enhancing the online services currently available to our customers."

CSG Ascendon will provide a cutting-edge online storefront that offers a browse and buy experience for consumers, as well as easy payment methods including credit cards, discounts, coupons and the ability to post charges to the consumer's monthly bill.

"Ascendon is designed to open new market opportunities for service providers to reach more consumers using digital services, across devices," said Chad Dunavant, vice president of product management at CSG International. "Many providers have begun a business transformation to become digital service providers, but need new cutting-edge strategies and systems to take the next step. Ascendon offers them the ability to get to market quickly with new services, without uprooting their existing technology investments."

Eastlink and CSG will introduce a new online storefront and digital services to customers across Canada this spring.

About Eastlink

Headquartered in Halifax, NS, Eastlink is Canada's largest family-owned and operated telecommunications provider, delivering world-class video entertainment and communications services to residential, business and public sector customers across the country.

Powered by state-of-the-art fibre optic and wireless networks, Eastlink's advanced services include Unmatched TV featuring Wireless TV powered by Maestro, Personal Picks, and Video OnDemand, Internet Evolved including Personal Cloud services, wireless featuring nationwide calling, competitive local and long distance telephone, home security and automation, data communications and exclusive, locally-produced programming on Eastlink TV.

Eastlink is one of Canada's Best Managed Companies with operations in Nova Scotia, Prince Edward Island, Newfoundland, Ontario, Alberta and British Columbia as well as Bermuda.

About CSG International

[CSG Systems International, Inc. \(NASDAQ:CSGS\)](#) is a market-leading business support solutions and services company serving the majority of the top 100 global communications service providers, including leaders in fixed, mobile and next-generation networks such as AT&T, Comcast, DISH Network, France Telecom, Orange, T-Mobile, Telefonica, Time Warner Cable, Vodafone, Vivo and Verizon. With over 30 years of experience and expertise in voice, video, data and content services, CSG International offers a broad portfolio of licensed and Software-as-a-Service (SaaS)-based products and solutions that help clients compete more effectively, improve business operations and deliver a more impactful customer experience across a variety of touch points. For more information, visit our website at www.csqi.com.

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