



Frontier Communications Selects Hill Holliday and Trilia as New Creative and Media Agencies of Record

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NORWALK, Conn.--(BUSINESS WIRE)--Apr. 23, 2018-- Frontier Communications Corporation (NASDAQ: FTR) today announced that it has chosen Boston-based Hill Holliday and its media arm, Trilia, as its new advertising and media agencies of record. The selection follows a highly competitive pitch over several months. Billings were not disclosed.

As part of a fully integrated approach, Hill Holliday and Trilia will oversee all creative and media assignments across multiple touchpoints in the customer journey, including creative development, media planning and buying, online and offline creative development, customer experience, and analytics.

"With Hill Holliday, we selected an agile team who understands the complex and dynamic demands of our industry," said John Maduri, Executive Vice President of Consumer Sales, Marketing and Product. "Their team demonstrated a unique combination of modern creative ideas and media innovation as well as the power of an integrated approach and the ability to drive personalization at scale. We know they will be a valuable strategic partner as we grow our business by showcasing our robust portfolio of products and services in a way that is honest, relevant and relatable."

"We had great chemistry with the Frontier team from the start of this process, and that's only grown as we've started working together," said Chris Wallrapp, President of Hill Holliday. "We share their serious commitment to customers and communities. That'll be crucial as we help them fight and win the daily share battle in this insanely competitive category."

About Frontier Communications

Frontier Communications Corporation (NASDAQ:FTR) is a leader in providing communications services to urban, suburban, and rural communities in 29 states. Frontier offers a variety of services to residential customers over its fiber-optic and copper networks, including video, high-speed internet, advanced voice, and Frontier Secure® digital protection solutions. Frontier Business™ offers communications solutions to small, medium, and enterprise businesses. More information about Frontier is available at www.frontier.com.

About Hill Holliday

Fighting the daily share battle in the noisiest categories. It's what we do. Hill Holliday is proud to be one of the top creative marketing agencies in the country, with over 600 employees across our network. Since 1968, we've built our business on winning that daily share battle for our clients in the noisiest and most competitive categories. Blending superior creative, media, and technology, we deliver game-changing ideas for industry leaders like Bank of America, Dunkin' Donuts, Planet Fitness, Tempur Sealy International, Calvin Klein, Party City, Great Wolf Lodge, Capella University, Novartis, Johnson & Johnson, and Smuckers. For more about our people, our work, and our culture, please visit <http://www.hhcc.com>.

About Trilia

Trilia is the full-service media agency of Hill Holliday, focused on science, ideas, and outcomes. It's a deceptively simple formula: science + ideas = better outcomes. But the simplicity masks the tricky part. Knowing how to use the science and developing creative ideas that challenge the conventions is what we do. We live at the nexus of these two variables and our mission is to never rest on our laurels, never be completely satisfied, and remember that media excellence is achieved by learning from the past but always looking beyond the horizon. Trilia's clients include Santander Bank, Capella University, Partners Health Care, Planet Fitness, Great Wolf Lodge, Dunkin' Donuts, Party City, Frontier Communications and Tempur Sealy International. For more about Trilia, please visit <http://www.triliamedia.com>.

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