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**ONE ECONOMY CEO REY RAMSEY SUPPORTS “ADOPTION PLUS” (A+) INITIATIVE
ANNOUNCED BY NATIONAL CABLE AND TELECOMMUNICATIONS ASSOCIATION (NCTA)**

The National Cable and Telecommunications Association announced today the initiative to provide digital literacy educational resources through *Adoption Plus (A+)*—a public-private partnership to promote broadband adoption in low-income communities.

"Today's announcement by NCTA is a bold and thoughtful approach to expanding broadband adoption to those who need it most. One Economy will join forces with industry, government, and other institutions to ensure that this initiative is the success it deserves to be. By addressing the cost of broadband, we will now be able to focus resources appropriately on digital literacy, content, and affordable hardware -- the essential elements of universal broadband adoption. Today's announcement is a big step for the industry and an even bigger step for the needs of the country and we applaud this effort."

Rey Ramsey
CEO
One Economy Corporation

About the One Economy Corporation

One Economy is a global non-profit organization that uses innovative approaches to deliver the power of technology and information to low-income people. More than 17 million people have used One Economy's online tools and resources to build better lives. To date, One Economy has launched on-the-ground programs in 42 U.S. states, Africa, Europe, Latin America and the Middle East. Learn more at www.one-economy.com