January 7, 2025 - FOR IMMEDIATE RELEASE
Photo provided

Surf Internet Celebrates 25 Years of Innovation and Connection

ELKHART, Ind. (January 7, 2025) —Surf Internet®, a leader in fiber-optic broadband, celebrates "25 Years of Pioneering Connectivity," marking a quarter-century of transforming communities across the Great Lakes region with reliable, high-speed internet solutions. Over the years, the company has grown into a leading broadband provider delivering high-speed fiber-optic internet to over 600 communities, including 150 school systems, in Indiana, Illinois, and Michigan.

"Surf's journey has been one of pioneering connectivity innovations," said Gene Crusie, CEO of Surf Internet. "I am thankful for our team members, customers, and friends who have supported us over the past 25 years. Together, we have built something truly unique that is making a meaningful difference in the world."

A Legacy of Service and Growth
Founded as MapleNet, Inc., a small dial-up internet service provider, Surf Air Wireless emerged in 2015 as the next phase of its evolution. By 2019, Surf launched its first fiber-optic internet services, culminating in a rebrand to Surf Internet in 2022. Today, Surf serves over 50,000 customers and is powered by a workforce of more than 300 employees.

A relentless dedication to customer satisfaction has been central to Surf's philosophy since its inception. The company is committed to providing reliable connections, exceptional communication, and a transparent pricing model through its Price-Lock for Life guarantee, which ensures starting plan rates remain fixed for the lifetime of an account. By offering a no-contract model, Surf empowers its customers with flexibility and peace of mind. These customer-focused initiatives have established Surf Internet as a trusted partner in connectivity, earning widespread recognition for delivering not only high-speed internet but also an unmatched level of service and care.

"Each mile of fiber we install represents more than just infrastructure – it's an opportunity for families to thrive, businesses to grow, and communities to flourish," said Kevin Bush, Chief Revenue Officer. "By partnering with local leaders and leveraging grants, private equity, and strategic investments, we're not just building a network; we're creating a stronger, more connected future."

Recognition and Investments
Surf's progress has been bolstered by over $57 million in grant funding, alongside private equity investments from Bain Capital and Post Road Group and a $200 million debt facility led by DigitalBridge Credit. These resources have fueled Surf's mission to expand broadband access to underserved areas.

- more -

The company has also received numerous awards, including:
- Top 100 Fiber Provider by Broadband Communities
- Best Places to Work in Indiana
- Best Internet Provider and Best Telecommunications Firm in Michiana by Northwest Indiana Business Magazine Best of Business Awards
- Junior Achievement Technology Hall of Fame
- Elkhart Chamber of Commerce Business of the Year

Looking Ahead

As Surf celebrates its 25th anniversary, it remains focused on the future. In 2025, the company plans to expand its fiber-optic network to serve well over 250,000 homes and businesses while aiming to grow its subscriber base to 75,000 customers.

In addition to expanding its transformative fiber-optic broadband network, Surf's special funding team will be actively pursuing federal grants through the Broadband Equity, Access, and Deployment (BEAD) Program. These funds will enable Surf to accelerate its mission of bridging the digital divide and bringing reliable connectivity to areas that need it most.

"The next chapter of Surf Internet will be defined by bold innovation, expanded access, and an unwavering commitment to our customers and communities," said Brent Williams, COO. "We are just getting started."

To learn more about Surf Internet's mission and services, visit https://surfinternet.com.

About Surf Internet

Surf Internet is an innovative fiber-optic internet company that serves as the essential gateway to connectivity across the Great Lakes region of Illinois, Indiana, and Michigan. The company is building a bridge to the wide-open future by delivering high-speed, reliable internet to homes and businesses in underserved, rural communities. Surf's 250-plus-person team is local, giving them an edge in customer care and advocacy for the region. Headquartered in Elkhart, Ind., Surf also has offices in La Porte, Ind., Byron Center and Fowlerville, Mich., and Coal City, Naperville, and Rock Falls, Ill. Learn more at https://surfinternet.com.