





HickoryTech Corporation

HTCO NASDAQ

Integrated Telecommunications Services

Market Capitalization USD:

\$128.73 mm**CONCERN LEVEL: LOW**

- 1 The CEO's total remuneration is within the typical market range for the relevant industry and market cap.
- 2 The ratio between the CEO's pay and the median pay of the other named executive officers is 3X or less.
- 3 The CEO's annual cash incentives rose or fell in line with annual performance. 
- 4 The CEO received no more than one annual cash bonus this fiscal year.
- 5 The CEO's equity remuneration reflected the company's share price movement over the last five years.
- 6 The company only pays long-term incentives to the CEO for above median performance against a peer group.
- 7 The company's dilution from equity incentives is 10 percent or less.
- 8 Unvested equity lapses when the CEO's employment is terminated. 
- 9 The CEO's potential cash severance payment is capped at two times annual cash remuneration.
- 10 The accrued benefits of the CEO's post-retirement income are within the typical market range for the relevant market cap bracket.

CEO: John W. Finke**Age: 49****CEO Since: 2006**

	2009	2010	2011
Base Salary	\$300,000	\$306,473	\$320,446
Discretionary Bonus	\$0	\$0	\$0
Annual Cash Incentive	\$207,945	\$220,858	\$231,826
Benefits and Perquisites	\$62,108	\$70,445	\$70,092
TOTAL ANNUAL COMPENSATION	\$570,053	\$597,776	\$622,364
Increase in Post-Retirement Benefits	\$0	\$0	\$0
Stock Option Awards	\$0	\$0	\$0
Stock Awards	\$0	\$168,291	\$277,323
TOTAL COMPENSATION	\$570,053	\$766,067	\$899,687
Median of Other Named Executive Officers Total Compensation	\$288,107	\$357,258	\$401,040
Value Realized on Exercise of Stock Option	\$0	\$0	\$0
Value Realized on Vesting of Stock	\$0	\$168,291	\$277,323
TOTAL REALIZED EQUITY COMPENSATION	\$0	\$168,291	\$277,323

Proxy Date: 29 Mar 2012

Annual Meeting Date: 8 May 2012

Equity Reserves:

Stock Option Run Rate: 0.02%

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Performance Comparison

■ S&P500 ■ Industry ■ HTCO



Peer Comparisons (TRBC) = Integrated Telecommunications Services

Total Summary CEO Compensation

Ticker	Company Name	2009	2010	2011	Market Cap
HTCO	HickoryTech Corporation	\$570,053	\$766,067	\$899,687	\$128,729,260
GNCMA	General Communication, Inc.	\$1,470,989	\$2,314,035		\$349,128,702
ALSK	Alaska Communications Systems Group, Inc.	\$2,017,577	\$1,983,801		\$296,069,445
EGHT	8x8, Inc.				\$253,965,793
CBEY	Cbeyond, Inc.	\$1,322,071	\$1,941,400		\$216,839,999
MSPD	Mindspeed Technologies, Inc.	\$1,519,604	\$4,134,941	\$5,059,974	\$180,077,944
AGX	Argan, Inc.	\$632,559	\$502,500		\$138,529,378

To insure consistency, peer comparisons are based on a combination of TRBC Industry and Sector classifications and company market caps. Missing peer pay figures for 2011 are due to differences in company filing schedules.

Pay Peer Group

8x8, Alaska Communications Systems, CBeyond, Cogent Communications Group, Consolidated Communications Holdings, Iowa Telecommunication Services (since acquired by Windstream Corporation), Knology, New Ulm Telecom, Otelco, Shenandoah Telecommunications, SureWest Communications, Warwick Valley Telephone

Performance Peer Group

NA

COMPENSATION COMMITTEE MEMBERS

Director	Membership	Age	Gender	Tenure	Independence
Mvrita P. Craig	Chairman	57	Female	14	Outside Related
Diane L. Dewbrev	Member	47	Female	3	Outside
Lvie G. Jacobson	Member	70	Male	23	Outside Related
R. Wynn Kearney	Member	68	Male	19	Outside Related

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