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## [The Merger Of The CenturyLink.](#)

July 8, 2011 by [Brent Lorentz](#)

Recently, through repeated viewing of some commercials and a little independent research, I learned that [Qwest has merged with CenturyLink](#). In the interest of full disclosure, I know very little about this merger aside from the commercials and internet snippets, but the commercials I've seen from [Xfinity/Comcast](#) (talk about a muddy rebranding) have piqued my interest.

Tragically, I've been unable to locate any of the actual commercials on the web. However, the commercials generally involve: (1) a customer standing in a music store/car dealership/electronics store; (2) pining for the Les Paul guitar/Ferrari/big screen TV; (3) and then being forced to accept a recorder/broken down lemon/13" black and white TV. The commercial then follows with a line closely resembling the following: "No one likes having decisions made for them. Don't let Qwest pass you off to other companies like CenturyLink."

These commercials hit me hard for a couple reasons. First, after watching the commercials, I assumed that Qwest was egregiously outsourcing its services to less qualified local companies "like" CenturyLink. I had no idea that Qwest was merging with CenturyLink. I actually was relatively shocked to find that out because I felt the "passing off" language was borderline deceptive in the context of a merger. Second, I found it interesting that in the commercials Xfinity was essentially comparing Qwest to the Les Paul guitar/Ferrari/big screen TV. I thought Xfinity was doing Qwest a favor by holding them out in that manner. Ultimately though, since the Qwest brand is disappearing, this probably wasn't a huge concern for Xfinity.

In researching this post, it appears that Qwest and Xfinity (formerly Comcast) have been at each other's throats for [quite some time](#). It will be interesting to see if and when CenturyLink jumps into the fray.

