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Bright House Networks launches Big Ten Network

(St. Petersburg, FL) – Football season is here and now college football fans can get even more of what they want. On September 5, 2008, Bright House Networks added The Big Ten Network, the first major college sports network in the country dedicated to covering Big Ten Conference athletics.

Showcasing over 400 live sporting events each year, The Big Ten Network offers football, men's basketball, women's basketball, and other NCAA sponsored sports from all 11 Big Ten universities. Viewers will also find original campus programming and coverage from the conference's vast library of classic events, like historic bowl games.

"This is a great addition to our sports programming," says Michael Robertson, Bright House Networks Tampa Bay Division Sr. Vice President of Operations. "We have many people in the Tampa Bay area that have come from Ohio, Michigan and Indiana, as well as other Big Ten states, that are consistently asking us to bring them more alumni games, and we are happy to do it."

Bright House Networks customers will be able to find The Big Ten Network on channel 809 as part of the Bright House Networks Sports PAK, an optional service for Digital Cable customers. In addition to The Big Ten Network, Digital Cable customers that add The Sports PAK will also enjoy Fox College Sports Atlantic, Central and Pacific, NBA TV, The Tennis Channel, The Outdoor Channel, FUEL, CBS College Sports and the NHL Network.

Also, in the near future, Sports PAK customers will be able to receive The Big Ten Network in HD. In addition, Bright House Networks customers who subscribe to this package will be able to access additional Big 10 programming.

Customers can learn much more about Bright House Networks Digital Cable, the Sports PAK and all other programming at mybrighthouse.com.

About Bright House Networks

Bright House Networks is a leading provider of entertainment and information services, with over 2 million customers in several large markets including Bakersfield, California; Birmingham, Alabama; Detroit, Michigan; Indianapolis, Indiana; Orlando, Florida (Central Florida Division) and Tampa Bay, Florida along with several other smaller systems in Alabama and the Florida Panhandle. The company's fiber-optic network offers customers the latest technology available in home phone, cable and Internet services.

Exceptional customer service is the company's cornerstone of its business. Bright House Networks local Customer Care is available 24-hours per day, seven days per week, including holidays. Public affairs, social responsibility and community involvement continue as major initiatives for the company as an ongoing commitment to the families and communities Bright House Networks serves.

Bright House Networks also owns and operates two 24-hour local news operations; Bay News 9, Bay News 9 En Español, Bright House Sports Network, Travel Weather Now, Tampa Bay on Demand and Baynews9.com serving the Tampa market and serving the Orlando area; Central Florida News 13, News 13 Weather NOW, Central Florida on Demand, and cfnews13.com.