



## P R E S S   R E L E A S E

**FOR IMMEDIATE RELEASE**

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### **BRIGHT HOUSE NETWORKS (BHN) CONTINUES TO LAUNCH NEW HIGH DEFINITION (HD) CHANNELS ACROSS ALL OF ITS MARKETS**

***One out of two Bright House Networks Digital Video customers takes HD as content  
continues to grow***

**Orlando, Florida, July 10, 2008** – Bright House Networks (BHN) announced that one out of two of its Digital Video customers now enjoy Bright House Networks HD's offerings. Most of the six Bright House Networks divisions have recently announced additions to their HD programming and channel line-up. Bright House Networks will add more channels and hundreds of hours of programming throughout this year. New HD channels include a wide variety of products that range from movies to lifestyle and family viewing. While launch dates, channel locations and specific channel additions vary from market-to-market, Bright House Networks continues to honor its pledge to add new HD product across all of its geographical locations.

"The number of our customers who receive HD programming has grown by a company-wide average of 40 percent in the last 12 months. One in every two digital video homes serviced by Bright House Networks now enjoys HD programming, which is perhaps one of the strongest HD adoption rates in the country. We are pleased to be able to rapidly enrich HD programming across all six of our divisions. Our enthusiastic consumer demand is met with a wide variety of HD programming." Bright House Networks Corporate Executive Vice President of Cable Operations, Kevin Hyman, said.

"Our customers in the Tampa Bay area are thrilled at our newly launched HD channels. We have recently launched CNN HD, Disney HD, ABC FAMILY HD and MGM HD. It is clear, as evidenced by our HD customer growth in the last 12 months of just over 37%, that our digital customers are making our HD video product a primary entertainment focus," Mike Robertson, president of the Bright House Networks Tampa Bay Division said.

The new HD channels for CNN, DISNEY and ABC Family were added to Bright House Networks HD Basic lineup at no additional charge to digital video customers. MGM HD has been added to the optional HD Package, which features HD-exclusive content from HD Net, HD Net Movies, Mojo, Universal HD, and HD Showcase On Demand for a monthly subscription.

In addition, all Bright House Networks HD customers have access to nearly 100 hit movies in HD anytime through the HD Movies-On-Demand service available on channel 714 with 24-hour rental fees starting at \$2.99. Given the popularity of Bright House Networks HD On Demand services, the company is working to double the number of HD movies and shows available on-demand by the end of the year. Premium HD services from HBO and Showtime are also available to subscribers of those services at no additional charge.

“Customers are intent on viewing programming on their own time. Many of our Digital Video customers also take our DVR service that enables the consumer to time-shift programming so that it fits in with their active lifestyle. BHN households also have access to hundreds of hours of new HD programming along with hundreds more on HD Video-on-Demand (VOD) services. This offers the best of both worlds – a high quality viewing experience – on your own time,” Hyman said.

Bright House Networks HD services are made possible by the company’s robust, bi-directional, hybrid fiber-coaxial (HFC) network architecture. This network, created by cable television engineers, was deployed to provide seamless delivery of new products to the public as advanced services and products became available. It has enabled the delivery of the voice, video and data products that the company has made available across the country.

“We are extremely well-situated in Tampa Bay. We can seamlessly add new programming networks, product and functionality without having to dig up yards or disrupt customers. We are easy to reach as our local call center takes calls 24 hours our day, seven days per week. Our local technicians can also visit customer’s homes (free-of-charge) to assist customers with new products and services,” Robertson said.

“As the number of HD programming services continues to expand, Bright House Networks is continuing to invest in its infrastructure to ensure our customers have access to quality HD programming well into the future. While HD is important now, we know that there will be additional enticing products available in the future. We are poised to easily offer a wide array of services,” Hyman said.

### **About Bright House Networks**

Bright House Networks is the nation’s 6<sup>th</sup> largest multiple cable system operator (MSO) with 2.4 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 high-growth Tampa/Central Florida markets are contiguous and form one of the country’s largest cable clusters. Bright House Networks corporate locations are in Syracuse, New York and Orlando, Florida.

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