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For Immediate Release

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***BRIGHT HOUSE NETWORKS LAUNCHES  
ROAD RUNNER VIDEO STORE BRINGING VIDEO  
ON DEMAND TO THE PC***

*Bright House Networks has Doubled its Video On Demand Offering with  
Over 3,000 Movies and TV Shows Now Available on the PC*

**St. Petersburg, FL** (November 17, 2008) – Bright House Networks today announces a significant expansion of its Video On Demand (VOD) services with the launch of a new online destination where consumers can download to own or rent thousands of titles from Hollywood studios and across many cable and television networks. The online video store service, entitled *Road Runner Video Store*, is available at <http://videostore.rr.com>.

The *Road Runner Video Store* combines great content with an easy to use interface to give consumers options to enjoy their favorite digital content and the ability to explore and discover new video services with ease. The search functionality allows consumers to search by title, actor, studio, genre, and can easily filter according to movies or TV.

Thousands of titles are available at launch with the *Road Runner Video Store* and new content is being added continually. Additional features are under development, including the addition of HD content, as well as DVD Click and Ship whereby consumers can purchase DVD's online and have the physical asset delivered directly to their home.

Retail pricing for a download-to-own new release movie is \$17.99. Library titles run from \$9.99-13.99 for download to own, while movie rental prices are \$3.99. TV series are \$1.99 per episode with full-season ordering available. Charges will appear on customers' credit cards.

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"The *Road Runner Video Store* is the latest example of how we are extending our customer's video experience beyond the set-top box," said Mike Robertson, President of Bright House Networks, Tampa Bay Division. "As the consumption of video expands onto new platforms and devices we will continue to provide solutions to meet customers' demand."

In addition to the *Road Runner Video Store*, Bright House Networks recently launched [PowerBoost](#) to all Road Runner Turbo customers. PowerBoost will jumpstart a large file download to help reduce overall download time for Turbo customers to get even quicker access to on-line multimedia such as the videos available on the *Road Runner Video Store* at <http://videostore.rr.com>.

Bright House Networks partnered with [iN DEMAND Networks](#) on the *Road Runner Video Store* to maintain the daily operations of the service which includes the new destination and many features to engage the broadband consumer in an innovative experience. The service is also being maintained with assistance from thePlatform, utilizing their back-end technologies for hosting and delivering new content and services from a variety of providers.

All content is protected through Microsoft Windows Media Digital Rights Management. Content is protected for U.S. domestic rights using geofiltering technology.

#### **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. BHN's corporate locations are in Syracuse, New York and Orlando, Florida.

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