



P R E S S R E L E A S E

For Immediate Release

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BRIGHT HOUSE NETWORKS NEWS CHANNELS and NEWS CHANNEL WEB SITES NUMBER ONE FOR TROPICAL STORM FAY COVERAGE Bay News 9 and Central Florida News 13 Most Watched News in Florida

ORLANDO, FL (August 21, 2008) — Bright House Networks 24-hour news channels, Bay News 9 and Central Florida News 13, ranked number one for coverage of Tropical Storm Fay. These are “must-have” products during any local/regional weather event or disaster. This became true in 2004 and increasingly so during Florida’s current hurricane season. This year’s season, thus far, has resulted in both heavy viewership and record traffic and visitors ever to the news channels web sites – www.baynews9.com and www.cfnews13.com. News teams deployed throughout the state give Florida local residents the most up-to-date information and in depth coverage on TV and on both station web sites.

“Our commitment to our 24-hour news channels is not about ratings. These channels are there for people 24-hours a day, seven days per week when they need them. We’re particularly heartened by customer’s usage of both our data and video platforms as they use the news web sites and view the coverage,” Bright House Networks Corporate Executive Vice President of Cable Operations Kevin Hyman said.

With ten years of experience covering some of the most incredible weather events, Bay News 9 and Central Florida News 13 has become a staple in the lives of Bright House Networks customers and viewers throughout Florida. They have earned the reputation as being Severe Weather Experts and staying current and in touch with viewers from start to finish.

“Not only do we have the best technology in our market, but our team of meteorologists has the experience and availability viewers’ want.” said Bay News 9’s Chief Meteorologist Mike Clay. “Anyone can look at the data, but our knowledge of tropical weather in the Tampa Bay area is very important as we interpret the data.”

As the state’s news leaders, Bay News 9 and Central Florida News 13 successfully owned television viewership all day and night. In fact, more Floridians watched Bay News 9 and Central Florida News 13 than all other local television news sources combined. In addition, both web sites received over 5 million page views on Tuesday during the storm.

“This storm has dramatically impacted the lives of our viewers and the communities here in Central Florida,” said Central Florida News 13 Chief Meteorologist Jeff Day. “Accuracy is crucial. Delivering the information quickly and precisely to our viewers is essential. Our team of meteorologists has the powerful technology and necessary expertise to provide timely updates to our viewers before, during and after the storm. That’s the commitment that we make on a daily basis.”

Committed to keeping viewers connected to their communities, Central Florida News 13 and Bay News 9 delivered coverage on multiple platforms including their websites as well as with hurricane preparation stories on News 13 On Demand and Bay News 9 On Demand. Designed to create a more personal connection, both news channels interacted directly with viewers soliciting viewer feedback. Viewers responded by sending in their own video and storm pictures for air. Central Florida News 13 in partnership with the American Red Cross Mid-Florida Region even set up a studio help line assisting thousands of viewers with their storm questions.

About Bright House Networks

Bright House Networks is the nation's 6th largest 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 Orlando, Florida and Syracuse, New York.

About Bay News 9

Bay News 9 is a 24-hour local news channel serving over 1 million cable households in the Tampa Bay area. The channel is based in Pinellas County with newsrooms in Manatee, Hillsborough, Polk and Pasco, Citrus and Hernando counties. Bay News 9 is only available on Bright House Networks.

About Central Florida News 13

Central Florida News 13 is the region's only 24-hour local news channel and can be seen only on Bright House Networks. Bright House Networks is a leading provider of home entertainment and information and serves more than 800,000 customers in Orange, Seminole, Osceola, Brevard, Volusia, Flagler, Marion, Sumter, and Lake counties.

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