



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

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BRIGHT HOUSE NETWORKS MAKES IT EASY FOR COMMUNITY TO NAVIGATE THROUGH THE UPCOMING DIGITAL TELEVISION TRANSITION

Broadcast Television is Switching from Analog to Digital on February 17, 2009

BAKERSFIELD, CA April 21, 2008- Bright House Networks has announced today a multi-faceted communications plan directed at educating the public on the upcoming mandatory Digital Television transition.

The Digital Television transition has been mandated by the Federal Communications Commission (FCC) to occur on February 17, 2009. The goal of the transition is for television stations to transition their over-the-air analog signals to digital. This transition means that television viewers who rely solely on over-the-air signals will no longer be able to use analog, or "rabbit ears", antennas to receive signal.

Bright House Networks cable customers are not affected by the transition. As long as all of the televisions are hooked up to cable, they are ready for the DTV transition. Bright House Networks is communicating with customers via television commercials, brochures in their monthly billing statement, radio commercials, newspaper ads and emails.

"Our goal remains to simplify the lives of our customers. Making this transition as uncomplicated as possible is one of our top priorities," states Joe Schoenstein, President of Bright House Networks, Bakersfield Division. "We want Bright House Networks customers to know they are already set for the transition. For them, it will be perfectly seamless and invisible."

The digital transition is intended to free up valuable airwaves for emergency first responders like police and fire departments as well as allow broadcasters to transmit clearer signals, improved picture and sound quality.

Schoenstein adds, "There are options for people who are not Bright House Networks customers as well. The FCC has made a variety of resources available so that people can easily access more information about the digital transition."

He further explains that, particularly in Bakersfield, that while this mandatory transition will affect many of our local broadcast stations, it does not impact low power stations like Univision, Telefutera and Telemundo, Azteca America and KVPT.

Local retail stores are currently selling digital tuner boxes. Consumers can visit the FCC website and receive up to two \$40.00 coupons toward the purchase of these tuner boxes.

For more information on services available from Bright House Networks please contact our local customer service representatives at 661-323-4892. For further information on the digital transition, please visit GetReadyforDigitalTV.com

About Bright House Networks

Bright House Networks is the nation's 6th largest MSO 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 high-growth Tampa/Central Florida markets are contiguous and form one of the country's largest cable clusters.

Bright House Networks customers have Digital Phone, high-speed data (HSD), Video-on-Demand (VOD), Subscription Video-on-Demand (SVOD) and the immensely popular, Digital Video Recorders (DVR) available to them. Since its introduction, HDTV has achieved impressive acceptance with Bright House Networks customers who are equipped to receive the signals.

Exceptional customer service is the company's cornerstone of its business and top priority across all operating units. Bright House Networks local, customer service centers are 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. This includes long-term commitments to education and to what matters in the lives of Bright House Networks communities.

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