



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

Contact: Anne Schoolcraft
Bright House Networks
Ph: 661-634-2276

E-mail: anne.schoolcraft@mybriighthouse.com

BRIGHT HOUSE NETWORKS BAKERSFIELD DIVISION ANNOUNCES LAUNCH OF SPORTS ON DEMAND WITH NCAA MARCH MADNESS

BAKERSFIELD, CA, March 27, 2008 – Bright House Networks Bakersfield Division announced today that Sports On Demand has been added to its Free on Demand digital channel lineup on digital channel 328 in Bakersfield and Tehachapi.

First up for special events sports programming is CSTV March Madness NCAA Division I Men's Basketball Championship Highlights On Demand.

Bright House Networks has reached an agreement with CBS to carry this special NCAA March Madness programming. CBS sports has added eleven additional video providers to deliver first-of-its-kind Video On Demand content dedicated to the NCAA Division I Men's Basketball Championship. Programming includes customized highlights from all 63-tournament games, a recap of every game featuring extensive highlights, select post game interviews and a 15 minute post tournament wrap-up show.

In addition, you can view fully produced March Madness Memories that includes 25 of the greatest games from previous championships.

"Die-hard NCAA Men's Basketball Championship fans will love this exciting programming and we are happy to be able to provide this service to our customers," stated Joe Schoenstein, Division President Bright House Networks Bakersfield Division. He continues, "The addition of this Sports On Demand March Madness NCAA content is part of our commitment to providing customers entertaining and timely sports programming."

This content will be available on Sports On Demand channel 328 until April 14th. On Demand channels are available exclusively on Bright House Networks.

For more information on services available from Bright House Networks, please contact our Customer Service Representatives at 661 at 661-323-4892.

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.

Bright House Networks customers have Digital Phone, high-speed data (HSD), Video-on-Demand (VOD) and Subscription Video-on-Demand (SVOD) available to them. Bright House Networks also makes available Digital Video Recorders (DVR) that have become immensely popular with customers. 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 the Bright House Networks customers. Bright House Networks operations are proud supporters of and partners in children's safety initiatives, enhanced education programs, and community-wide efforts to invest in the future of children.

Bright House Networks is owned by the Time Warner Entertainment – Advance/Newhouse Partnership – and managed on a day-to-day basis by Advance/Newhouse Communications.

###