



## P R E S S   R E L E A S E

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### **BRIGHT HOUSE NETWORKS INTRODUCES “*START OVER*” TECHNOLOGY TO BAKERSFIELD**

***Digital Cable Customers can now start over live TV shows with just  
a push of a button – available only from Bright House Networks***

**BAKERSFIELD, CA, August 12, 2008** – Bright House Networks Bakersfield Division announced today that it is testing the latest digital technology known as *Start Over*. This dynamic, new technological advancement is offered exclusively to all local Bright House Networks digital cable customers at no additional charge.

*Start Over* allows customers to jump back to the beginning of a program if they tune into the show at any time during the broadcast. Further,, they can rewind, pause and resume the *Start Over* program during its original broadcast window. This makes *Start Over* ideal for users to customize their viewing experience even if they tune in late to a program.

“*Start Over* is an excellent example of how our fiber-rich network lets us introduce innovative and creative new features for our customers in turn allowing them to enjoy television on their own schedule. Technology should be simple to use, easy to understand and meet the individual needs of our customers. *Start Over* is a welcome addition to our service offerings,” said Joe Schoenstein, Division President of the Bright House Networks Bakersfield Division.

Use of *Start Over* is simple. Customers touch a button on their remote control to engage. When a program has *Start Over* capability, a small prompt will appear on the program when tuned to the channel. A program with the feature can be *Start Over* capable at any point during the live broadcast.

“We know that our digital customers will be delighted with this new product. This revolutionary new service lets you tune to the beginning and enjoy TV at your own convenience. It is one more example of how we strive to offer exclusive products and features that provide value to our customers,” states Danielle Wade, Vice President of Customer Care and Marketing.

In this initial phase, the Bakersfield Division has introduced *Start Over* on five channels including Nickelodeon, Comedy Central, Fox News, TV Land and BET.

As use increases, more channels and content with *Start Over* capability will be added.

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

### **About Bright House Networks**

Bright House Networks is the nation's 6<sup>th</sup> 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.

Almost all 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 offers local customer service including operation of its call center, installation and service technicians out of the Bakersfield office. 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.

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