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## **LAUNCH OF NEW ONLINE VIDEO STORE OFFERS THOUSANDS OF MOVIE, TV SHOW TITLES**

INDIANAPOLIS (Monday, Nov. 17, 2008) – Bright House Networks has launched a new online video store where consumers can download to own or rent thousands of movie titles and TV shows at competitive prices.

Road Runner Video Store (<http://videostore.rr.com>) 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 and genre and can easily filter movie and TV titles.

Additional features are under development, including the addition of HD content and DVD Click and Ship where consumers can buy DVD's online and have them delivered directly to their home.

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

"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 Buz Nesbit, president of Bright House Networks Indiana. "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. A free service, PowerBoost jumpstarts large file downloads to help reduce overall download time.

Bright House Networks partnered with iN DEMAND Networks to maintain the daily operation of the Road Runner Video Store and thePlatform for hosting and delivering new content and services from a variety of providers.

All content on the Road Runner Video Store is protected through Microsoft Windows Media Digital Rights Management and is protected for U.S. domestic rights using geofiltering technology.

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In Indiana, Bright House Networks is one of central Indiana's leading providers of digital video, including Video On Demand, Subscription Video On Demand; digital phone; and high-speed data services. Managed by Advance / Newhouse Communications, Bright House Networks is a privately held company that has served the Indianapolis community for 25 years. Bright House Networks has more than 450 Indiana employees and provides services to

more than 120,000 customers in Indianapolis, Carmel, Zionsville, Avon, Pittsboro, Lizton, Fortville, Marion, Gas City and Jonesboro. For more, visit [indiana.mybriighthouse.com](http://indiana.mybriighthouse.com).

Nationally, Bright House Networks is the nation's sixth-largest MSO with 2.4 million customers in large markets including Indianapolis; Bakersfield, Calif.; Birmingham, Ala.; Detroit; and Orlando and Tampa Bay, Fla., along with several other smaller systems in Alabama and the Florida Panhandle. 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 a day seven days per week, including holidays. Public affairs, social responsibility and community involvement continue as major initiatives for Bright House Networks as an ongoing commitment to the families and communities the company serves, including long-term commitments to education and to what matters in the lives of Bright House Networks communities.