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Bright House Networks debuts new online shopping mall, offering great buys on name-brand goods

INDIANAPOLIS (Tuesday, Aug. 4, 2009) – Bright House Networks has launched a new online shopping mall that features discounts on name-brand electronics, appliances, cameras and more.

Shopping inside the new online mall is free to Bright House Networks customers and can be accessed from www.brighthouse.com.

Bright House Networks' Online Shopping Mall offers special deals on products from manufacturers including Audiovox, Daewoo, Emerson, JVC, Memorex, Motorola, Panasonic, Pioneer and Toshiba. Bright House Networks customers must register for the online mall to gain access to the bargains inside.

The company plans to include special offers from area retailers in the near future.

Bright House Networks has arranged for the discount offers available through the Online Shopping Mall partnering with TCI Internet, a third-party distributor.

"The Bright House Networks' Online Shopping Mall is a terrific spot for our customers to find excellent deals on some of today's hottest products," said Buz Nesbit, president of Bright House Networks Indiana. "We are committed to finding ways to provide our customers more value for their money when it comes to their video, voice and data services and the new Online Shopping Mall is another value-added step we've taken to do so."

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ABOUT BRIGHT HOUSE NETWORKS

Bright House Networks is the sixth largest multiple cable system operator (MSO) in the U.S. with 2.4 million customers in several large cities, including Tampa Bay and Orlando, Fla.; Bakersfield, Calif.; Indianapolis; Detroit; and Birmingham, Ala.; along with several other smaller regions in Alabama and the Florida Panhandle. The high-growth Florida markets are adjacent and form one of the country's largest cable clusters. Bright House Networks' corporate offices are located in Syracuse, N.Y., and Orlando, Fla. With customer care a top priority across all operating units, Bright House Networks was ranked the "Highest in Residential Telephone Customer Satisfaction in the South Region" by J.D. Power and Associates in 2006, 2007 and 2008. J.D. Power and Associates also ranked Bright House Networks the "Highest in Customer Satisfaction among High-Speed Internet Service Providers in the South Region" in 2008. For more about Bright House Networks or its products and services, visit www.brighthouse.com.

Q. How do customers access the Online Shopping Mall?

A: Bright House Networks' new Online Shopping Mall can be accessed from the Bright House Networks home page at www.brighthouse.com

The screenshot shows the Bright House Networks website. At the top, there's a navigation bar with links for 'about us', 'areas we serve', 'products', 'business solutions', and 'contact us'. Below this, a large banner reads 'Ranked Highest in Customer Satisfaction.' with two award trophies. A central section titled 'Looking for?' prompts users to 'Enter Your Zip Code' and includes a 'GO' button. To the right, there's a promotion for a '52" HDTV' and an 'online shopping mall' link. The bottom of the page features three columns of services: 'Watch Digital Cable', 'Talk Home Phone', and 'Surf High Speed Internet', each with a list of benefits.

Q. What type of savings can a customer expect to find from the Online Shopping Mall?

A: The savings are in relation to Manufacturer's Suggested Retail Pricing (MSRP) and generally range from 10% to 70% depending upon product. When accessing any product, the MSRP savings will be displayed. In addition, customers of the Online Shopping Mall will often find better deals than the sale prices found at leading national retailers.

The screenshot displays a product page for the Harman Kardon GPS-510. The top section is a 'Featured Product of the Month!' banner with the headline 'Save 63% on a Harman Kardon GPS-510'. Below the headline, a short description of the device is provided. A 'Get Offer' button is prominently displayed. A navigation bar shows page numbers 1, 2, and 3. The main visual is a photograph of the GPS device showing a map. Below the photo, there's a section titled 'See more discounts on:' with buttons for 'Televisions', 'Phones', 'Audio', and 'MP3'.

Q. Why did Bright House Networks launch the Online Shopping Mall?

A: The Online Shopping Mall is another example of the Bright House Networks Customer Promise to deliver value and convenience in meaningful ways. By extending the reach of services to include great deals on the hardware products those services power, e.g., MP3 players (powered by High Speed Internet), HDTVs (powered by HDTV service), the latest in digital enhanced cordless phone technology (powered by Home Phone), customers can enjoy today's hottest products without paying more than is necessary.

Q. What are the future plans and enhancements for the Online Shopping Mall?

A: Future plans include an expansion of product offerings and shopping spree campaigns that will introduce customers to the Online Shopping Mall. And, that is just to start. More details will be released soon.

Q. What types of products can a customer purchase from the Online Shopping Mall?

A: A quick sampling of products includes:

- HDTV's
- MP3 players
- Cordless phones
- Computer accessories
- GPS devices
- Home Theatre speaker systems
- Flat panel TV wall mounting equipment
- Home entertainment shelving systems
- Digital cameras and accessory equipment

Q. Isn't it unusual for a cable company like Bright House Networks to be selling consumer electronics?

A: When you think about the services Bright House Networks sells: cable TV with more channels than ever in HDTV, high speed Internet, and home phone, bringing value-added savings to the hardware products that consumers want that go along with those services makes sense.

Q. Is this service available for all Bright House Networks customers?

A: Yes. All Bright House Networks customers have access to register for the Online Shopping Mall. The registration process takes less than five minutes and establishes a password protected shopping experience.

