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Bright House Networks announces new 2009-10 season sponsorship of the Indianapolis Colts

INDIANAPOLIS (Monday, Sept. 14, 2009) – Bright House Networks today announces a new partnership to support the Indianapolis Colts that involves sponsoring central Indiana public player appearances, school convocations with Colts mascot Blue and a new communitywide arts initiative.

This fall, Bright House Networks will sponsor three school convocations featuring Colts mascot Blue in addition to a communitywide player appearance.

The company is also sponsoring the Colts initiative with partners The Art Institute of Indianapolis, Indianapolis Public Schools and The Penrod Society in creating the Legacy Art Initiative, a multi-phase project to benefit the arts culture in the city and opportunities in the arts for Indianapolis students. In the first phase of the Legacy Art Initiative, IPS students in grades kindergarten through 12 created canvas art to be displayed in Lucas Oil Stadium throughout the 2009-10 season.

“We are excited to back the World Champion Indianapolis Colts for the 2009-10 season and look forward to celebrating the season through spirited grade-school convocations throughout our central Indiana community,” said Bright House Networks Indiana president Buz Nesbit. “We look forward to future opportunities with the Colts organization that will bring more excitement and more exposure of the team to its fans and our customers in the near future.”

Bright House Networks will also be sponsoring Colts mascot Blue’s appearance in October’s Circle City Classic Parade.

“We have been working with Bright House Networks for some time discussing how our partnership could benefit the greater Indianapolis community,” said Jay Souers, vice president of sales and marketing with the Indianapolis Colts. “It took just the right mix of community service projects and sponsorship to get the deal to meet the criteria that Bright House Networks had sought. We pride ourselves on customizing each partners’ sponsorship package and feel we’ve worked well together to establish this new community-based initiative.”

For more, visit www.brighthouse.com.

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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.