

For Immediate Release

CABLE INDUSTRY LAUNCHES GROUNDBREAKING CAMPAIGN TO PROMOTE NEW PRODUCTS AND SUPERIOR TECHNOLOGY PLATFORM

Featuring Dedicated TV Advertising, Web Site and Toll-Free Information Line, “OnlyCableCan” Campaign Distinguishes Services and Facilitates Local Ordering

(Alexandria, VA – November 17, 2003) The cable industry today announced the launch of a groundbreaking joint marketing initiative, dedicated to promoting awareness of cable’s advanced products and services, and the superior technology through which they are delivered.

“The ‘OnlyCableCan’ campaign is designed to encourage consumers to take full advantage of all the services available from cable, and experience the convenience, value and innovation embodied in one connection,” said Brian Kelly, Senior Vice President of Marketing for Time Warner Cable.

Char Beales, CTAM President and CEO, stated: “Our goal is to get the word out about the ‘new’ cable – the advanced cable services that empower consumers to access and enjoy all that TV and the Internet have to offer, on their terms.”

This industry marketing campaign establishes a unified national platform across which all cable constituents can equally tout high-speed Internet, HDTV and On Demand. The top 10 multi-system operators (MSOs) participating are: *Adelphia, Advance/Newhouse Communications, Cable One, Cablevision Systems Corp., Charter Communications, Comcast, Cox Communications, Insight Communications, Mediacom Communications* and *Time Warner Cable*. The Cable & Telecommunications Association for Marketing (CTAM) is coordinating the effort.

“This comprehensive effort has been a major agenda item of CTAM’s MSO Marketers Council,” said Kelly, also a co-chair of the Council. “And, it’s a bold first step to giving cable a national voice,” Kelly continued.

The Key Message: “OnlyCableCan”

At the foundation of the campaign are two positioning statements, “I Can. Can You?” and “OnlyCableCan,” intended to lead the consumer to appreciate cable’s unique benefits. Building on these themes, the campaign includes communications vehicles designed to clarify cable’s best-in-category role. These include:

- Five 30-second television spots developed by award-winning, Philadelphia-based advertising agency Red Tettemer.
- A Web site, OnlyCableCan.com, designed by Cramer, a leader in integrated media production, based in Norwood, MA.
- A toll-free number, 1-877-OnlyCableCan, powered by Cable Television Laboratories, Inc., Louisville, CO.

“We want to show consumers that cable offers a vast array of products and services – from high-speed Internet to primetime HDTV to On Demand programming – that they simply can’t get in a satellite package,” said Joe Rooney, Senior Vice President of Marketing for Cox Communications.

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The TV ads, featuring "I Can. Can You?," begin airing today and will run into the first quarter of 2004. At the national level, there will be two ads publicizing high-speed Internet, HDTV and On Demand, and driving the viewer to the Web site or phone number for more information. Three individual product spots are also available for MSO cross-channel use, and some MSOs will support the campaign with additional acquisition marketing.

The Web site is being introduced in two stages, each expanding on the awareness, understanding and appreciation that the earlier version achieves. Currently, consumers are engaged in a compelling user experience, where they learn about cable's advantages. In addition, they can reach their local MSO Web sites via CableLabs' Go2BroadbandSM service locator, where they can get offers and complete a purchase. In the second phase, consumers will have an opportunity to explore other cable products, draw competitive comparisons and make smart buying decisions.

"Go2Broadband (G2B) is a key contributor to the cable industry's campaign because its national service locator enables a quick and convenient way for consumers to find out which cable offers are available to them," said Jenifer Cistola, Vice President for Go2Broadband at CableLabs. "With more than one million high-speed sales order requests expected to have been initiated through G2B by the end of 2003, it only makes sense to begin using the service locator to enhance other marketing initiatives," Cistola said.

"OnlyCableCan.com complements the 'I Can. Can You?' TV spots with more extensive information and examples," explained Andy Addis, Senior Vice President of Marketing and New Products at Comcast and the other co-chair of the Council. "Both the ad campaign and the OnlyCableCan.com Web site spell out in simple terms how cable not only fits the consumer's lifestyle, but enriches it with an unparalleled assortment of products and services," Addis concluded.

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CTAM, the **Cable & Telecommunications Association for Marketing**, is dedicated to advancing consumer and business-to-business marketing excellence, the mastery of new technologies, and strategic learning in cable, broadband and other emerging media. As the industry's primary professional membership organization, CTAM provides marketing education, information and networking opportunities to its members, through conferences, courses, specialized publications, Web sites, consumer research and an active network of local chapters. The CTAM Educational Foundation and its centerpiece initiative, *CTAM's Executive Management Program at the Harvard Business School*, are designed to help senior industry executives manage more effectively in a market-driven, consumer-focused environment.

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Available upon request: Web site screen capture and interviews with official "OnlyCableCan" spokespeople.