

NFL Network Response

August 10, 2007

Once again, the NFL Network wants to charge Time Warner Cable a high price for eight regular season games. We continue to believe that the NFL Network is asking for terms that are unfair.

YOU WILL SEE ALL OF THE HOME TEAM'S GAMES

Regular Season Games:

Thursday, Nov. 22 Colts at Falcons, 8:15 pm

Thursday, Nov. 29 Packers at Cowboys, 8:15 pm

Thursday, Dec. 6 Bears at Redskins, 8:15 pm

Thursday, Dec. 13 Broncos at Texans, 8:15 pm

Saturday, Dec. 15 Bengals at 49ers, 8:15 pm

Thursday, Dec. 20 Steelers at Rams, 8:15 pm

Saturday, Dec. 22 Cowboys at Panthers, 8:15 pm

THE NFL NETWORK IS ASKING FOR TERMS THAT ARE UNFAIR

TIME WARNER CABLE DOES NOT WANT TO PASS THE EXPENSE ONTO OUR CUSTOMERS

WE BELIEVE THE NFL NETWORK BELONGS ON A SPORTS TIER

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Why aren't you offering the NFL Network?

I understand how important it is to receive your favorite programming. We are big football fans too and want to make the NFL network available. Unfortunately, the NFL Network refused our offer to bring the NFL Network to TWC customers. Keep in mind, if you are in the local broadcast area of your home team, you will still be able to watch home games shown on the NFL Network via CBS, FOX, NBC or ESPN- even available in High Definition. We are working to reach an agreement with the NFL Network that will be fair to all our customers.

I don't care just about my home team. I want to watch all 8 games the NFL Network is going to show- they're planning on showing the best of the NFL season!

It's unfortunate because these 8 games were free to you before the NFL moved them to NFL Network. We want to offer the NFL Network to all TWC customers **today**. Right now, the NFL is demanding **unfair** terms that would result in an **unfair** deal for TWC and you. TWC supports football and wants to reach an agreement with the NFL Network that provides the greatest benefit to you.

TWC and the NFL Network are two big companies, why can't you work it out?

You bring up a valid question. The NFL Network has refused our offer. Right now, they want to charge TWC and every customer a high price for eight regular season games. TWC is committed to providing all customers offers that are a good value and will resolve this issue as quickly as possible. Keep in mind, if you are in the local broadcast area of your home team, you'll be able to see your local team games on CBS, FOX, NBC or ESPN even when the game is shown on the NFL network.

If I can't get the NFL Network I'll miss out on 24/7 pro football coverage, information I need for my fantasy football league and a whole lot more!

Having the NFL Network as a part of our programming is important for us too! It's just as important for us to continue providing valuable programming to our customers. TWC simply wants access to the NFL Network at a fair price and provide the best value to our customers. I can assure you we are working to come to an agreement with the NFL Network **as quickly as possible**.

What I can do for you in the interim is discuss alternatives for getting the latest NFL news and information. Many of our existing subscribers prefer the NFL coverage provided by local broadcast stations, ESPN and the Regional Sports Network(s) – some of which are even available in High Definition. Another option is to use the Internet to access exclusive NFL content.

At www.nfl.com, football fans may subscribe to *Field Pass* which provides live audio and video content from the NFL for a low monthly or seasonal rate. *Field Pass* will allow you to:

- Listen to LIVE audio broadcasts of every NFL game from wherever you are
- Hear play by plays being called by your official home team radio announcers!
- Follow your Fantasy Football team in real time audio
- Access audio of Preseason games

TIPS FOR HANDLING NFL NETWORK QUESTIONS

- Don't forget to log your customer concern by going to <http://NFLDisposition.ndc.rr.com>
- When appropriate, offer alternatives for staying tuned in to the NFL. For example:

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- Get NFL coverage on local broadcast channels (CBS, Fox, NBC) in High Definition
 - Continue to receive NFL coverage on ESPN and Regional Sports Network(s)
 - Use high-speed Internet to get the latest NFL news and information
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- End the call on a positive note by communicating TWC's commitment to resolving the issue and our passion for the game.