

bright house

NETWORKS



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BRIGHT HOUSE NETWORKS LAUNCHES FREE, ON DEMAND CHANNEL TO SHOWCASE HEARTLAND FILM FESTIVAL'S CRYSTAL HEART AWARD WINNERS

INDIANAPOLIS (Thursday, Aug. 9, 2007) – Today, Bright House Networks launches a new, free On Demand channel to showcase several dramas, documentaries and animated films previously screened and honored during the Indianapolis-based Heartland Film Festival.

Heartland On Demand is now available on Bright House Networks channel 627. It is a free channel among Bright House Networks' Favorites On Demand offerings. At this time, the channel is available only to the company's central Indiana digital video subscribers.

The new channel offers audiences a diverse and engaging selection of feature-length films, shorts, documentaries and Heartland extras – all commercial free. Initial programming will showcase more than 10 Crystal Heart Award-winning films and additional extras, including original programs and a video montage of award-winning films. For a listing of all films and brief descriptions of each, tune to channel 627 or visit www.TrulyMovingPictures.org.

"Bright House Networks has been a corporate sponsor of the Heartland Film Festival since 2005. With recent enhancements to our On Demand offerings, we created this channel to further support the festival's mission and share some extraordinary independent films with our customers," said Bright House Networks Indiana President Buz Nesbit. "With this channel, we are continuing to add value to our digital video service by allowing customers to experience unique programming, such as Heartland On Demand and other free Favorite On Demand programming, anytime and on their schedule."

Each year, the Heartland Film Festival honors a select group of independent filmmakers from around the world with its Crystal Heart Award for demonstrating excellence in filmmaking and for best meeting Heartland's mission. The award-winning dramas, documentaries and animated films are screened in Indianapolis each October during the festival. In addition to the award, Heartland presents \$200,000 in cash prizes to the top-judged film submissions. Since its debut in 1991, the Heartland Film Festival has awarded more than \$1.6 million to support independent filmmakers.

"Through the years, I have had countless people ask me how they can see Heartland award-winning films from past festivals," said Jeffrey L. Sparks, president and CEO of Heartland Truly Moving Pictures. "We now have a wonderful answer. The launch of this exciting, new channel may very well pave the way for many Heartland films being readily available to the general public, not only in Indianapolis but across the country."

The 2007 Heartland Film Festival will be October 18-26. For more information, visit www.HeartlandFilmFestival.org.

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About Bright House Networks

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 www.indiana.mybrighthouse.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.

About Heartland Truly Moving Pictures

Heartland Truly Moving Pictures™, a non-profit organization, seeks to recognize and honor filmmakers whose work explores the human journey by expressing hope and emphasizing the best of the human spirit. Its flagship event, the Heartland Film Festival, launched in 1991 and runs each October in Indianapolis, screening independent films from around the world. Each year, the Festival awards \$200,000 in cash prizes and presents its Crystal Heart Awards to the top-judged submissions. Heartland has awarded more than \$1.6 million to support filmmakers during the last 16 years. The organization's Truly Moving Picture Award was created to honor films released theatrically that align with Heartland's mission. By bestowing a watermark to honored films, the award allows studios and distributors to inform audiences of a film's uplifting message and appeal. Heartland is also dedicated to its relationship with the National Collaboration for Youth and its expanding F.I.L.M., "Finding Inspiration in Literature and Movies," project. For more information, visit www.TrulyMovingPictures.org.