

**CONTACT**  
Duane Brodt  
Coles Marketing Communications  
317.571.0051 317.417.9322 cell  
duane.brodt@colesmarketing.com

## **PARTNERING WITH NET LITERACY, BRIGHT HOUSE NETWORKS STRESSES INTERNET SAFETY AWARENESS AMONG YOUTH**

INDIANAPOLIS (Monday, March 10, 2008) – In partnership with Net Literacy, an Indiana-based non-profit incorporated in 2003 by middle school students, Bright House Networks is sponsoring the launch of Net Literacy's new "Safe Connects" initiative, a program to increase Internet safety education and awareness among Indiana students and their families.

Since its inception, Net Literacy has repurposed thousands of computers and established community computer labs in dozens of Indiana communities to provide computer access to more than 70,000 Hoosiers throughout the state. The organization has also mobilized more than 700 students from Fort Wayne to Indianapolis to help increase digital inclusion, Internet literacy and Internet safety awareness.

Now through Safe Connects, students will teach classmates and their parents about Internet safety in a series of meetings after school throughout the school year. Four 45-minute Internet safety programs will also be produced and broadcasted on local government channels and on Bright House Networks' Local On Demand channel No. 600.

Starting today, a series of educational programs titled "The 10 most important things to know about the Internet" will air throughout central Indiana.

"Students involved in Net Literacy wrote the scripts and will star in these promotional spots aimed at educating fellow students and their parents about the importance of online safety and privacy awareness," said Buz Nesbit, president of Bright House Networks Indiana. "Bright House Networks provides Internet access to hundreds of thousands of people throughout central Indiana, from free 'Cable in the Classroom' for students and teachers inside schools in the areas we serve to children and parents in homes throughout the areas we serve. We are highly concerned about online safety and privacy issues and by sponsoring this educational program and partnering with Net Literacy feel that we will make a difference and create top-of-mind awareness to protect youth who learn and communicate through the Internet."

The state Department of Education – including state Superintendent of Public Instruction Dr. Sue Ellen Reed, who is a member of Net Literacy's honorary Board of Directors – has worked with Net Literacy to review its Internet safety materials and enhance them for the instructional sessions.

"Many students and adults are not aware of all of the dangers on the Internet," said Ian Truesdell, a high school senior and member of Net Literacy's board of directors who leads the Safe Connects initiative. "It's important that Internet users know that one out of every 10 Web sites contain malware, that hate Web sites use a combination of truth and lies to spread their messages, about what to do if someone tries to bully someone online and that using MySpace or Facebook inappropriately could cost someone their job."

Since 2003, Net Literacy has formed partnerships with more than 200 nonprofits and organizations that have helped us advocate youth philanthropy and digital inclusion.

Bright House Networks has financially supported Net Literacy's mission and activities since 2004 and today has representation on Net Literacy's board of directors.

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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](http://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.