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Cox Business Offers HD Free-to-Guest Services to Hotels in All Markets
Business Video Portfolio Expanded to Meet Needs of Major Hotel Chains

ATLANTA – Cox Business announced today that it has expanded its business video portfolio to include high definition free-to-guest services for major national and regional chains. Cox Business has offered similar services to large gaming hotel properties for several years, primarily in Las Vegas. The new capabilities extend the crystal clear viewing experience of high definition to guests at hotels in Cox markets across the U.S.

“Business and vacation travelers associate high definition television with a premium guest experience,” said Kristine Faulkner, vice president of product development and management, Cox Business. “Once guests have enjoyed high definition at home or while traveling, they expect and appreciate it as another premium amenity in their hotel property of choice.”

Cox Business’ standard offer includes 24 encrypted high definition channels to hotel customers, including local broadcast channels and premium sports and movie channels, but can expand to support additional high definition channels based on individual hotel needs. Cox Business delivers Pro:Idiom®*-encrypted high definition feeds, which are compliant with premium channel content security requirements and the television set standard that the hospitality industry has adopted. Interoperability with Pro:Idiom allows Cox Business to deliver high definition content without additional equipment in each guest room, such as set-top boxes.

The new high definition service has been successfully trialed and launched in hotel properties in several Cox markets and the capabilities exist in all Cox markets today.

In September, Cox Business installed high definition free-to-guest services in 600 guest suites at Hilton Sandestin Beach Resort & Spa.

“The high quality picture of Cox high definition service is consistent with the experience guests expect from a 4-star hotel,” said Leonard Martin, director of engineering, Hilton Sandestin Beach Resort & Spa. “The service implementation was simple and meets the entertainment needs of our guests. Cox’s high definition free-to-guest solution is something all hotels should consider as an additional amenity.”

High definition services can be integrated into many of the more commonly used Video On Demand (VOD) entertainment systems to deliver a seamless experience for hotel guests. Cox Business works closely with each hotel property owner to ensure the service is properly installed and delivers a crystal clear picture to each guest room.

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As part of its total telecommunications portfolio, Cox Business provides video packages designed specifically for businesses. Solutions for private offices, break rooms and waiting rooms include an additional news and finance option for businesses and a family-oriented package for service industries. The offers are designed specifically to create more cost effective video options for businesses through custom channel line-ups, while still allowing them to provide the content that is most relevant to their customer and employee audiences. Cox Business has applied product innovation and business service expertise again to meet the needs of the hospitality industry with high definition free-to-guest services.

“Business owners in all industries realize that relevant video content provides a way to attract, inform and entertain clients and employees, enhancing their overall experience,” said Faulkner.

Cox Business provides voice, data and video services for nearly 250,000 small and regional businesses, including healthcare providers, K-12 and higher education, financial institutions and federal, state and local government organizations. According to Vertical Systems Group, Cox Business is the fourth largest provider of business Ethernet services in the U.S. based on customer ports. Cox is currently the seventh largest voice service provider in the U.S. and supports more than 650,000 business phone lines. For more information about Cox Business, visit www.cox.com/business or call **1-800-396-1609**.

About Cox Communications

Cox Communications is a broadband communications and entertainment company, providing advanced digital video, Internet, telephone and wireless services over its own nationwide IP network. The third-largest U.S. cable TV company, Cox serves 6.2 million residences and businesses. Cox Business is a facilities-based provider of voice, video and data solutions for commercial customers and Cox Media is a full-service provider of national and local cable spot and new media advertising. Cox Communications wholly owns and operates Travel Channel. Cox is known for pioneering efforts in cable telephone and commercial services, industry-leading customer care and its outstanding workplaces. For six years, Cox has been recognized as the top operator for women by Women in Cable Telecommunication; for four years, Cox has ranked among DiversityInc’s Top 50 Companies for Diversity; and the company holds a perfect score in the Human Rights Campaign’s Corporate Equality Index. More information about Cox Communications, a wholly owned subsidiary of Cox Enterprises, is available at www.cox.com and www.coxmedia.com.

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