



**ExerciseTV AND TIME WARNER CABLE LOS ANGELES
'WATCH-TO-WIN' ON DEMAND PROMOTION TO FEATURE ONE ON ONE CELEBRITY
FITNESS TRAINING SESSIONS GRAND PRIZE AND MORE**

LOS ANGELES (January 2009) – ExerciseTV, the leading fitness digital network, wants to get Time Warner Cable Los Angeles' subscribers fit in the new year with the On Demand Watch-to-Win Sweepstakes! One lucky winner will be selected at random to receive personal training sessions with celebrity trainer, Holly Perkins, deluxe hotel accommodations at the Holiday Inn in Santa Monica, up to \$1000 in New Balance shoes and fitness apparel, \$350 in spending money and a spa gift certificate!

A recent American Heart Association study found that 25 percent of those with a gym membership have cancelled it in the first six months of 2009. The American Council on Exercise (ACE) also recently published the results of a survey measuring fitness trends for 2010 with "Cost-Conscious Workouts" topping the list.

"With over 200 free workouts to choose from each month, ExerciseTV makes losing weight as simple as using your digital cable remote control and tuning to ExerciseTV on demand," said ExerciseTV General Manager, Chris Mansolillo. "We're excited to partner with Time Warner Cable Los Angeles to offer this sweepstakes to their subscribers and help Los Angelenos kick off 2010 on the right foot."

"This is a terrific partnership that provides both Time Warner Cable and Exercise TV with a unique way of introducing many of our subscribers to the great Time Warner Cable On Demand product and the amazing content and programming that Exercise TV offers," said Time Warner Cable Programming Vice President Maureen Lane.

The more viewers watch ExerciseTV on demand, the more chances they have to win. ExerciseTV's entire programming schedule is eligible to

The Watch-to-Win campaign will run on Time Warner Cable Los Angeles through January 31. To participate and register for a chance to win, Time Warner Cable's Los Angeles Digital cable subscribers can tune in to Channel 1, the On Demand channel, select the Watch to Win folder then the "Register Me" video. Once registered, every time a customer watches any of the workout videos on ExerciseTV [On Demand](#) they will be entered for a chance to win.

ExerciseTV is a leading digital network that provides fitness videos, workout plans and healthy lifestyle and exercise tips to more than 37 million customers. ExerciseTV's digital reach includes over 200 free workouts on demand on television, downloadable and free videos online, DVDs, and an iPhone App. ExerciseTV was founded by Jake Steinfeld of "Body by Jake," and is managed by Comcast Corporation with New Balance Athletic Shoe, Inc., and Time Warner Cable acting as additional equity partners. For more information, visit www.exercisetv.tv.

Time Warner Cable is the second-largest cable operator in the U.S., with technologically advanced, well-clustered systems located in five geographic areas — New York State (including New York City), the Carolinas, Ohio, southern California (including Los Angeles) and Texas. Time Warner Cable serves more than 14 million customers who subscribe to one or more of its video, high-speed data and voice services. Time Warner Cable Business Class offers a suite of phone, Internet, Ethernet and cable television services to businesses of all sizes. Time Warner Cable Media Sales, the advertising arm of Time Warner Cable, offers national, regional and local companies innovative advertising solutions that are targeted and affordable. More information about the services of Time Warner Cable is available at www.timewarnercable.com, www.twcabc.com and www.twcmediasales.com.

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