



For immediate release

**FREE PREVIEW OF NHL® CENTER ICE® PACKAGE
AVAILABLE ON TIME WARNER CABLE FROM MARCH 2-8**

***Race For The Cup™ Offer Gives Hockey Fans
Live, Out-Of-Market Games On Cable for Rest of Season For Special Price***

LOS ANGELES, March 1, 2010 – Time Warner Cable will be offering digital customers in Southern California a free preview of the **NHL® Center Ice®** package from March 2-8 to get fans back into the NHL hockey spirit after a break for the 2010 Winter Olympics, announced package distributor **iN DEMAND L.L.C.** and the **National Hockey League (NHL)**.

With NHL Center Ice, the out-of-market subscription package of live NHL games, digital cable customers can check out up to 40 out-of-market games per week across 14 channels, including a wealth of enhancements to enrich the viewing experience. Following the free preview, iN DEMAND L.L.C and the NHL are presenting the NHL Center Ice *Race For The Cup* offer which delivers this service in addition to select games from the first two rounds of the Stanley Cup® Playoffs for two installments of \$39.95 each or a one-time payment of \$79.90. **The package can be found on channels 756 through 762.**

Package enhancements include:

MULTI-SCREEN MOSAIC: This season, fans continue to receive free enhancements, including the popular rotating mosaic of multiple screens that shows all the live action games being played around the League, along with score, time clock and channel location. The multi-screen mosaic can be found on the first channel of the system's package lineup.

SAME DAY REPLAYS: One new enhancement which became available for the full season this year is replays of same day games. Free to all NHL Center Ice customers, the package re-airs each current day's game beginning approximately one hour after live play ends so that fans can see games they might have missed. Each game will replay in its entirety, repeated continuously overnight and the next day, on the same channel, until the following day's live games begin.

DUAL FEEDS: Returning this year are the popular "dual-feed" telecasts, which deliver both teams' announcers. Whenever possible, iN DEMAND delivers both the home and visiting team broadcasts of the same game so that fans can choose which telecast they want to watch.

STAT CHANNEL: Cable customers also receive **NHL CENTER ICE EXTRA™**, a live source for scores, statistics, game previews, game recaps and schedule information. This can be found on the second channel of the system's package lineup.

HD GAMES: The package also offers up to 12 games each week in high definition.

Throughout the regular season, NHL Center Ice provides fans the opportunity to watch over 1,000 live NHL games, plus select games from the first two rounds of Stanley Cup® Playoff competition. More information about NHL Center Ice is available at www.gethockey.com. Residential customers as well as commercial establishments can order by calling 1-888-SPORTS- Blackout and other restrictions apply.

About The NHL

The National Hockey League, founded in 1917, is the second-oldest of the four major professional team sports leagues in North America. Today, the NHL consists of 30 Member Clubs, each reflecting the League's international makeup, with players from more than 20 countries represented on team rosters. According to a Simmons Market Research study, NHL fans are younger, more educated, more affluent, and access content through digital means more than any other major professional sport. The NHL entertains more than 100 million fans each season in-arena and through its partners in national television (VERSUS, NBC, TSN, CBC, RDS, RIS, ESPN America, ASN and NHL Network™) and radio (NHL Radio™, Sirius XM Satellite Radio and XM Canada). Through the NHL Foundation, the League's charitable arm, the NHL raises money and awareness for Hockey Fights Cancer™ and NHL Youth Development, and supports the charitable efforts of NHL players. For more information on the NHL, log on to NHL.com.

About Time Warner Cable

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.twcbc.com and www.twcmediasales.com.

###

NHL, the NHL Shield, Center Ice and Stanley Cup are registered trademarks and Race For The Cup, NHL Center Ice Extra, NHL Network, and NHL Radio are trademarks of the National Hockey League. All Rights Reserved.