



FOR IMMEDIATE RELEASE
March 3, 2010

CONTACT: Darryl Ryan
310-647-6534

**TIME WARNER CABLE TO OFFER CUSTOMERS FREE PREVIEW OF
CBS COLLEGE SPORTS NETWORK DURING MARCH MADNESS**

*CBS College Sports Network Available to All Time Warner Cable
Digital Cable Subscribers for FREE on Channel 261 from March 8th - April 5th*

LOS ANGELES, CA – Time Warner Cable will offer digital cable customers a free preview of **CBS College Sports Network**, the official cable home of the NCAA Division I Men's Basketball Championship, throughout the entire championship tournament, starting March 8th through April 5th, on **channel 261**.

The CBS College Sports Network complements CBS Sports' exclusive live network game broadcasts and will provide 100 hours of coverage of the 2010 NCAA Division I Men's Basketball Championship.

The CBS College Sports Network FREE preview coverage will include: Conference Tournament Coverage during the week of March 8th through March 13th, which includes select Atlantic-10, Conference USA and Mountain West Conference quarter-final, semi-final and championship games, CBS Conference Championship Encores and Conference Week Studio Programming.

The March Madness programming, which will air March 14th through April 5th, will include:

- SELECTION SUNDAY - *Countdown to the Bracket - Bracket Breakdown*
- 2 LIVE NCAA TOURNAMENT games on the CBS College Sports Network (Round 1)
- 25 NCAA TOURNAMENT games re-aired on the CBS College Sports Network
- *NCAA March Madness Central* – Over 75 hours with live look-ins, in-game highlights, and exclusive access you can't get anywhere else.
- *NCAA MARCH MADNESS HIGHLIGHT SHOW* - The OFFICIAL Highlight Show of the Tournament; CBS promotes and throws to CBS College Sports
- *NCAA MARCH MADNESS PRE-GAME SHOW*
- *CBS COLLEGE SPORTS LIVE FROM THE FINAL FOUR*[®] Live coverage of team practices, Press Conferences, Final Four Concert Series including AT&T Concert and My Coke Fest, NCAA Salute Dinner, NABC College All-star game, *NCAA Final Four Pre-game show*, and *The National Championship Pre-game show*

The CBS College Sports Network will be available, for free, March 8th through April 5th to all Time Warner Cable Digital Cable on Channel 261.

Key Dates of the 2010 NCAA® Tournament to note: Section Sunday on March 14th; Opening Round games March 19th – 21st; Sweet Sixteen® games March 25th – 26th; Elite Eight® games March 27th and 28th; Final Four games April 3th; and the Championship Game April 5th.

###