



**FOR IMMEDIATE RELEASE**

## **SMITHSONIAN NETWORKS™ AND TIME WARNER CABLE SIGN PROGRAMMING DISTRIBUTION DEAL**

(New York, NY, April 23, 2009) – Smithsonian Networks and Time Warner Cable today announced that they have completed a distribution deal to make Time Warner Cable (TWC) its newest affiliate. The deal includes having the Smithsonian Channel™ join TWC's growing lineup of high definition channels. The announcement was made by Tom Hayden, GM of Smithsonian Networks.

In addition to the high definition linear service, Smithsonian Channel will be making certain of its content available in a variety of formats to TWC customers including Road Runner High Speed Online and HD on Demand as well as TWC's popular Enhanced TV services Start Over and Look Back.

"We're thrilled to be a part of the Time Warner Cable family," said Hayden. "This gives us the opportunity to bring the award winning, original, family-friendly, HD programming that Smithsonian Channel has been producing to a much wider audience through TWC's multiple platforms."

Added Susan Weinstein, Vice President of Programming for Time Warner Cable: "This is a great opportunity for Time Warner Cable to provide programming that highlights American culture and history, in high definition and On Demand."

Smithsonian Channel programming celebrates the American experience with content inspired by the assets of the Smithsonian Institution, the world's largest museum and research complex. Broadcast exclusively in high definition, Smithsonian Channel HD™ features original documentaries, short-subject explorations and groundbreaking programs highlighting America's historical, cultural and scientific heritage. In 2008, Smithsonian Channel became the youngest channel to ever win an Emmy® - Outstanding Individual Achievement in a Craft – Cinematography – Nature Documentaries/Dramatic Recreations for "The Magic of Motion," an episode of its popular series, **NATURE TECH**.

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### **About Smithsonian Networks**

Smithsonian Networks (SNI/SI Networks L.L.C.) is a joint venture between Showtime Networks Inc. and the Smithsonian Institution. It was formed to create new channels to showcase programming based largely upon the assets of the Smithsonian Institution, the world's largest museum complex. Visit Smithsonian Networks on the internet at [www.smithsonianchannel.com](http://www.smithsonianchannel.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 mainly in five geographic areas — New York State

(including New York City), the Carolinas, Ohio, southern California (including Los Angeles) and Texas. As of December 31, 2008, Time Warner Cable and Time Warner Cable Business Class together served more than 14 million residential and commercial customers who subscribed to one or more of its video, high-speed data and voice services. Time Warner Cable Media Sales, the advertising arm of Time Warner Cable, offers national, regional and local companies with innovative advertising solutions that are targeted and affordable. More information about the services of Time Warner Cable is available at [www.timewarnercable.com](http://www.timewarnercable.com), [www.twcbc.com](http://www.twcbc.com) and [www.twcmediasales.com](http://www.twcmediasales.com).

CONTACT:

Stuart Zakim

[stuart.zakim@showtime.net](mailto:stuart.zakim@showtime.net)

212-708-1590

Robyn Watson

[robyn.watson@twcable.com](mailto:robyn.watson@twcable.com)

212-364-8296