

## SETANTA SPORTS TO LAUNCH SOCCER FOCUSED CHANNEL ON COX COMMUNICATIONS LINEUP

New York, October 8, 2008: Setanta Sports, the leading international sports broadcaster announced today the availability of Setanta on Cox Communications lineup in a move which reinforces the tremendous growth in popularity of soccer in the US. Setanta Sports brings quality and depth of programming of more than 1,000 live events, including UK and European soccer, as well as world-class rugby, highlight shows and other international sports programming.

Airing seven days per week, 24 hours per day, Setanta Sports will initially be available to Cox subscribers in Northern Virginia, specifically Fairfax and Fredericksburg, for \$12.99 per month starting today. Through their subscription to Setanta Sports, sports fans will receive "front row seating" in their homes to live and exclusive international sports presented in their original format, including the world's top soccer such as the Barclays Premier League, the UEFA Champions League, the FA Cup, the FIFA 2010 World Cup qualifiers and the UEFA 2012 European Championship qualifiers, combined with top flight rugby including the annual Tri-Nations and Six Nations tournaments and The Heineken European Cup.

"We are thrilled to be made available to Cox Communications' customers in Northern Virginia," said Roger Hall, Managing Director of Setanta Sports International. "More and more Americans have been asking for International soccer and rugby in their homes and we look forward to bringing Cox subscribers the authentic soccer and rugby coverage they want."

"Cox is happy to offer subscribers access to sports programming they can't see anywhere else on TV with the availability of Setanta Sports," said Christine Pantoya, vice president of sales and marketing Cox Northern Virginia. "Offering Setanta Sports to our customers opens the door for soccer fans to get more of what they are in to."

Setanta will be offered as a premium network for \$12.99 per month. For more information about how to order Setanta Sports from Cox, contact 703.378.8422 for Fairfax customers and 540.373.6343 for Fredericksburg customers, or visit [www.cox.com/fairfax](http://www.cox.com/fairfax) or [www.cox.com/fredericksburg](http://www.cox.com/fredericksburg).

### **About Setanta Sports ([www.setanta.com](http://www.setanta.com))**

**Setanta Sports** operates the only dedicated International sports channel in America. In 2008, the 24-hour, digital pay TV network will air more than 1,000 live events, including European and International soccer, world-class rugby and other sports programming designed to meet the growing demands of international sports fans. Setanta Sports is owned by Dublin-based Setanta Sports Holdings, a leading international pay television broadcaster and the number two sports broadcaster in the United Kingdom, providing top sports leagues and events to more than 100 million digital television homes globally and to commercial venues in six countries. Setanta Sports is currently available to subscribers via DIRECTV, Dish Network, and Verizon FiOs TV as well as in commercial settings such as sports bars and pubs nationwide. Setanta Sports has a series of additional distribution deals on cable expected for 2008.

### **About Cox Communications ([www.cox.com](http://www.cox.com))**

Cox Communications is a multi-service broadband communications and entertainment company with more than 6.2 million total residential and commercial customers. The third-largest cable television company in the United States, Cox offers an array of advanced digital video, high-speed Internet and telephony services over its own nationwide IP network, as well as integrated wireless services. Cox Business is a full-service, facilities-based provider of communications solutions for commercial customers, providing high-speed Internet, voice and long distance services, as well as data and video transport services for small to large-sized businesses. Cox Media offers national and local cable advertising in traditional spot and new media formats, along with promotional opportunities and production services. Cox Communications wholly owns and operates the Travel Channel. More information about the services of Cox Communications, a wholly owned subsidiary of Cox Enterprises, is available at [www.cox.com](http://www.cox.com), [www.coxbusiness.com](http://www.coxbusiness.com), and [www.coxmedia.com](http://www.coxmedia.com).

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