



RCN and Setanta Sports Partner to Offer New Customers Free Global Sports Programming for Three Months

Herndon, VA & New York, NY, July 31, 2009 - - [RCN Corporation](#) (NASDAQ: RCNI), a leading provider of [all-digital and high definition video](#), [high-speed internet](#), and [premium voice services](#) to residential and small-medium business customers, as well as [high-capacity transport services](#) to carrier and large enterprise customers, today announced that it will offer its new cable TV customers a special promotion with Setanta Sports. Setanta is the 24-hour television station that provides access to the best live European sporting events, including top flight soccer and world class rugby.

From August 1st until October 31st of 2009, new customers signing up for RCN Signature Digital Cable will be able to add Setanta Sports and receive their first three months of the channel for free. Setanta is known for its wide variety of international sports content including the Barclays Premier League, UEFA Champions League, 2010 FIFA World Cup Qualifiers, French Ligue 1, Guinness Premiership, Heineken European Cup, Six Nations and much more. Setanta broadcasts on channel 549 on RCN and is available in RCN's Boston, Chicago, Washington, DC, New York and PA markets. The three month promotion is valued at \$44.85.

"This promotion comes at an ideal time with the start of the Barclays Premier League and UEFA Champions League only a few weeks away," said Robert Ryan, Director of Setanta Sports. "We are excited to work with RCN and provide its new customers this great 3-month opportunity to watch world class soccer and rugby for free."

"We are pleased to offer this free promotion to our new video customers," said RCN Senior Vice President, Strategic External Affairs, Programming Richard Ramlall. "It is a great introduction to our robust International channel offering and it will allow them to experience the excitement of Setanta Sports programming."

To learn more about the RCN/Setanta Sports promotion, which begins August 1st, 2009, customers can visit www.rcn.com/setanta or call RCN at 800.RING.RCN.

About Setanta Sports

Setanta Sports operates the only dedicated international sports channel in America. In 2009, the 24-hour TV network will air more than 1,000 live events, including European and international soccer, such as the Barclays Premier League, UEFA Champions League, FA Cup, World Cup Qualifiers and the Carling Cup plus world-class rugby and other sports programming designed to meet the growing demands of international sports fans. <http://www.setanta.com/us>

About RCN Corporation

RCN Corporation (NASDAQ: RCNI), <http://www.rcn.com>, is a competitive broadband services provider delivering all-digital and high definition video, high-speed internet and premium voice services to residential and small-medium business customers under the brand names of RCN and RCN Business Services, respectively. In addition, through its RCN Metro Optical Networks business unit, RCN delivers fiber-based high-capacity data transport services to large commercial customers, primarily large enterprises and carriers, targeting the metropolitan central business districts in the company's geographic markets. RCN's primary service areas include Washington, D.C., Philadelphia, Lehigh Valley (PA), New York City, Boston and Chicago. (RCNI-G)

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