



**SETANTA SPORTS TO LAUNCH SOCCER AND RUGBY CHANNEL ON COX COMMUNICATIONS LINEUP**  
*Free preview will be offered to Cox Arizona customers April 10-26, 2009*

New York, April 8, 2009: Setanta Sports, a 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 and rugby 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 be available to Cox subscribers in Arizona, including the Tucson and Phoenix metro areas, for \$14.99 per month starting on April 10<sup>th</sup>. Through their subscription to Setanta Sports, sports fans will receive live and exclusive international sports presented in their original format, including the world's top soccer such as the Barclays English 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 in an exciting part of the soccer season right now. Watching the closing stages of the UEFA Champions League, FA Cup, and Barclays Premier League, along with the race to see which country will make it to South Africa for the World Cup, we are thrilled to be able to give this top notch programming to Cox Communications' customers in Arizona," said Roger Hall, Managing Director of Setanta Sports International.

"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 Ivan Johnson, Vice President of Community Relations, Cox Arizona. "Offering Setanta Sports to our customers opens the door for soccer fans to get more of what they are in to."

As a special offer, Setanta will be made available to Cox Arizona subscribers for free from April 10<sup>th</sup> -26<sup>th</sup>. After this free preview, Setanta will be offered as a premium network for \$14.99 per month. For more information about how to order Setanta Sports from Cox, Phoenix subscribers call 623-322-1294 and Tucson customers dial 520-344-7954.

#### **About Setanta Sports**

**Setanta Sports** operates the only dedicated international sports channel in America. In 2008, the 24-hour TV network aired 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. Setanta Sports is owned by Dublin-based Setanta Sports Holdings, a leading international pay television broadcaster in the UK, providing top sports leagues and events to more than 100 million digital television homes globally and to commercial venues in six countries. [www.setanta.com/us](http://www.setanta.com/us)

#### **Cox Communications Arizona**

**Cox Communications** is the third largest cable provider and a multi-service broadband communications company serving nearly 3 million residential and business product subscribers in Arizona (a product subscriber represents an individual service purchased by a customer). In the metro Phoenix, Cox serves approximately 2.5 million product subscribers. In Southern Arizona, Cox serves approximately 400,000 product subscribers. Cox's 18,500-mile hybrid fiber coaxial cable network throughout Phoenix and Southern Arizona provides homes and businesses with digital television, high speed Internet, home networking, high-definition television and digital telephone service over its own nationwide IP network. During the past seven years, Cox has topped numerous J.D. Power and Associates' studies of customer satisfaction, most recently receiving top honors for residential telephone & high speed Internet, and business data services. Cox Media is responsible for the sale of cable advertising throughout Arizona. Cox Communications is a wholly owned subsidiary of Cox Enterprises Inc and serves approximately 6 million customers nationwide and wholly owns and operates the Travel Channel. Additional information about Cox in Arizona is available at [www.cox.com/arizona](http://www.cox.com/arizona).

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