



NEWS RELEASE

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COX DELIVERS VIDEO TO ON-CAMPUS UNIVERSITY OF FLORIDA STUDENTS

New 10-year Agreement Includes Video Services to Residence Halls and Graduate and Family Housing Apartments

GAINESVILLE, Fla. – University of Florida on-campus students who don't travel for football games this fall will be watching Tim Tebow and the Florida Gators on Cox Cable.

Cox Communications recently signed an agreement to serve as the official video provider for University of Florida campus housing until 2018. The new agreement includes 4,672 on-campus residential units and 980 graduate and family housing apartments.

"Cox has a strong history of providing reliable service to the University; it wasn't hard to commit to ten more years of great service from a trusted provider," said Norbert W. Dunkel, assistant vice president for student affairs and director of housing and residence education. "Cox's success in pioneering communications solutions is also important as we consider integrating more video applications into the learning environment."

Students in University of Florida residence halls and graduate and family housing apartments receive expanded basic video as an included amenity with an option to upgrade to Cox Digital Cable and HD programming. As part of this service, students, as well as all Cox customers in Gainesville, have access to exclusive University of Florida athletics content via Cox Video On DEMAND.

"Universities have very advanced and complex internal communications requirements, but it is also important for them to provide residential video services that help establish a home away from home for students," said David Saldarriaga, vice president of sales and marketing, Cox Communications - North Central Florida. "Cox works with higher education customers of all sizes to assess all their needs and provide solutions that help create a more positive campus experience."

Cox Communications primarily serves colleges and universities through its [Cox Business](#) organization that provides voice, data and video services for small and regional businesses, as well as K-12 schools, regional health care providers, financial institutions and federal, state and local governments. Cox Business is the fourth largest Ethernet service provider in the U.S., according to Vertical Systems Group, and the only multiple system cable operator ranked in the top tier. Cox Business also leads all providers of small and midsize business data solutions in customer satisfaction, according to the J.D. Power and Associates 2008 Major Provider Business Telecommunications StudySM. Cox is currently the seventh largest voice service provider in the U.S., and provides nearly 570,000 phone lines to business customers. For more information about Cox Business, visit www.coxbusiness.com or call 1-800-396-1609.

About Cox Communications

Cox Communications is a multi-service broadband communications and entertainment company with 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. 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, www.coxbusiness.com, and www.coxmedia.com.

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