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Independent Cable Operators Talk Transition at Annual Meeting

Amid Mounting Concerns, Pending Digital Transition Rare Opportunity for Cooperation

ORLANDO, FL, July 29, 2008 — The Annual Independent Cable show turned its attention today to addressing the challenges and choices cable operators across the country will face in the coming months as the nation prepares for the February digital television (DTV) transition. The transition, scheduled to take effect February 17 2009, has been the topic of much debate on Capitol Hill this year. As today's discussion -led by American Cable Association (ACA) President and CEO, Matt Polka, Maximum Service Television President, David Donovan, and Alan Tschirner of NCTC – clearly demonstrates, cable operators and broadcasters have set aside their differences on policy issues to ensure a smooth transition.

"ACA and its members are 100 percent committed to ensuring the DTV transition is a success," said ACA President and Chief Executive Officer Matthew M. Polka. "We are happy to be working closely with the FCC, the Congress, MSTV, and others to address any issues that could jeopardize the success of this historic effort. Any differences we may have on issues of public policy, such as the need to reform retransmission consent rates and curb market power abuse, have been set aside in the best interest of the nation and of our millions of cable subscribers who are counting on us all to work together and get this done right.

"The FCC and Congress have rightly paid a great deal of attention to the pending DTV transition and potential complications it may cause for cable operators and their subscribers," Polka continued. "From ACA's perspective, this is a watershed moment for the cable industry and should be seen as an opportunity to deliver a superior product to our customers rather than a challenge to the status quo. We will take every possible ensure to prepare for the transition and to guard against missteps."

In an effort to prevent disruption to service for cable subscribers, ACA has filed a number of petitions with the FCC and will continue to work closely with the Commission in the coming months to address DTV related concerns.

About the American Cable Association

Based in Pittsburgh, the American Cable Association is a trade organization representing 1,100 smaller and medium-sized, independent cable companies who provide broadband services for more than 7 million cable subscribers primarily located in rural and smaller suburban markets across America. Through active participation in the regulatory and legislative process in Washington, D.C., ACA's members work together to advance the interests of their customers and ensure the future competitiveness and viability of their business. For more information, visit www.americancable.org.

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