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## **“CURRENT ON DEMAND” LAUNCHES ON TIME WARNER CABLE SYSTEMS IN L.A.**

*Los Angeles (August 15, 2006)* – Current today launched “Current on Demand,” the company’s first video-on-demand product, which is available at no additional cost throughout Time Warner Cable’s existing and newly acquired cable systems in Los Angeles. The new offering is designed to be a top-tier attraction for Time Warner LA’s digital cable subscribers by offering compelling national and localized content, as well as a unique visual packaging. Current on Demand is designed to complement Current TV, the company’s television network, which is presently available on Time Warner’s digital basic package, and will be launched on Time Warner’s newly acquired systems by the end of 2006.

Leveraging Current’s strength and depth in short-form programming and viewer created content (VC<sup>2</sup>), its VOD content includes three main categories: “**Best of Current**,” “**Current LA**” and “**SuperNews**.” “Best of Current” showcases the most popular VC<sup>2</sup> and other short-form Current TV features, including Google Current, Vanguard Journalism and Original “Pods”. “Current LA” includes the best Pods by, about and for young adult audiences in Los Angeles, with a mix of original content and VC<sup>2</sup>, and a focus on L.A. voices and culture. It will be the premiere showcase of nonfiction stories about L.A., told by the people who live there. “SuperNews” features the most compelling segments in Current’s animated SuperNews comedy series.

Current also offers two categories that explain the network and how to participate in its unique VC<sup>2</sup> program: “**What is Current**,” a two-minute video spotlighting the network as a whole, and “**Wanna Get on TV?**”, a primer that features salient elements from Current’s online training and storytelling guide.

Mark Goldman, Current’s Chief Operating Officer, commented, “Young adults consume their media through a number of different platforms these days, and Current plans to deliver compelling content on all of them. With Current’s new video-on-demand service in Los Angeles, we have taken the next step in that plan. We are thrilled to be working with Time Warner Cable Los Angeles on this major new initiative, and hope to reach more talented young producers who can contribute their voices and videos to the network.”

Roger Keating, Executive Vice President of Time Warner Cable Los Angeles Region added, “The combination of Current’s viewer-created content with Time Warner Cable’s highly localized delivery capability is a natural marriage. The result is powerful: Hyper-local stories created by Los Angeles residents, delivered on-demand. We’re thrilled to work with innovators like Current that take full advantage of our sophisticated cable platform. I can’t wait for our customers to see Current on Demand and to start using it myself!”

(more)

**About Current TV**

Current TV, which launched August 1, 2005, is the first national network created by, for and with an 18-34 year-old audience. The network shows young adults what's going on in their world, in their voice. Current is also the first network in history whose programming is supplied in part by the very audience who watches it. It has developed the television industry's leading model of "viewer created content" (VC<sup>2</sup>), which comprises roughly one-third of Current's on-air broadcast, and allows the audience to submit short-form, nonfiction video "pods," "viewer created ads" (V-CAMs), and mobile video. Its award-winning programming ranges from the hottest trends in technology, fashion, music and videogames, to pressing issues such as the environment, relationships, parenting, finance, politics and spirituality. Current is available in 29 million U.S. homes via Comcast (channel 107 nationwide), Time Warner Cable, and DirecTV (channel 366 nationwide). For more information, please visit the website: [www.current.tv](http://www.current.tv).

**About Time Warner Cable**

Time Warner Cable owns and manages cable systems serving 14.4 million subscribers in 33 states. Passing approximately 28 million homes, Time Warner Cable includes some of the most technologically advanced and best-clustered cable systems in the country, with nearly 85 percent of the Company's customers located in five geographic regions: New York, Texas, Ohio, the Carolinas and southern California. Leveraging its leadership in innovation and quality customer care, Time Warner Cable delivers advanced products and services such as video on demand, high definition television, digital video recorders, high-speed data and Digital Phone. Time Warner Cable is a subsidiary of Time Warner Inc. (NYSE: TWX).

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