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**TENNIS CHANNEL, NATIONAL CABLE TELEVISION COOPERATIVE
SIGN NEW AFFILIATION AGREEMENT**

**Multi-Year Deal Mandates Broad Carriage for Network;
Maintains Availability to All NCTC Members**

LOS ANGELES, August 23, 2011 – Tennis Channel, the only 24-hour, television-based multimedia destination dedicated to both the professional sport and tennis lifestyle, has signed a new affiliation agreement with the National Cable Television Cooperative (NCTC), a not-for-profit corporation that operates as a programming and hardware purchasing corporation for nearly 1,000 member companies. The multi-year deal mandates broad distribution for Tennis Channel by NCTC members who elect to carry the network under the NCTC partnership.

The previously existing agreement between Tennis Channel and NCTC, which allowed carriage exclusively on sports tiers, was set to expire on Sept. 3. The announcement comes on the eve of Tennis Channel's virtually round-the-clock coverage during the two-week US Open (Aug. 29-Sept. 11), America's most popular tennis competition and the largest annually attended paid sporting event in the world.

"We're happy to renew our relationship with Tennis Channel, and to continue to make the network available to our members," said Frank Hughes, senior vice president, programming, NCTC. "The channel has matured tremendously in recent years to truly become the television home for tennis."

The new NCTC deal is the latest Tennis Channel agreement that provides the network with broad carriage on widely penetrated levels of service. When the network first partnered with NCTC nine years ago, it did not cover any of tennis' four major "Grand Slam" events or U.S. Davis Cup matches; have a year-round schedule with the top-100 tournaments in the sport; or feature high-definition programming – all of which it has grown to offer today.

"The NCTC plays an important role in representing independent cable operators, and we're excited that the businesses and viewers they serve will continue to have the opportunity to watch Tennis Channel," said Patrick Wilson, senior vice president, distribution, Tennis Channel.

In addition to close to 300 dedicated hours of US Open-related programming each year, including 75 hours of live matches, Tennis Channel sends its teams to the Australian Open in January, French Open in May and Wimbledon in June. The network is the exclusive television

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home of all Davis Cup, Fed Cup and Hopman Cup competitions, and has telecast rights to just about every tournament on the men's and women's professional circuits. Among these are the Olympus US Open Series; ATP World Tour Masters 1000 events; "Fifth Slam" events in Miami and Indian Wells, Calif.; and the men's and women's season-ending championships. Throughout the year, the network's on-air talent roster resembles a "who's who" of tennis Hall of Famers and television personalities, with the likes of Martina Navratilova, John McEnroe, Lindsay Davenport, Tracy Austin, Bud Collins, Bill Macatee, Mary Carillo and Ted Robinson.

About NCTC

The National Cable Television Cooperative, Inc. (NCTC) is a Kansas not-for-profit corporation that operates as a programming and hardware purchasing organization for nearly 1,000 member companies who own and operate cable systems throughout the U.S. and its territories. NCTC seeks to maximize current and future opportunities to ensure the profitability, competitive stature and long term sustainability of its member companies. NCTC is located in Lenexa, Kansas.

Tennis Channel (www.tennischannel.com) is the only 24-hour, television-based multimedia destination dedicated to both the professional sport and tennis lifestyle. A hybrid of comprehensive sports, health, fitness, pop culture, entertainment, lifestyle and travel programming, the network is home to every aspect of the wide-ranging, worldwide tennis community. It also has the most concentrated single-sport coverage in television, with telecast rights to the US Open, Wimbledon, Roland Garros (French Open), Australian Open, Olympus US Open Series, ATP World Tour Masters 1000 events, top-tier WTA competitions, Davis Cup and Fed Cup by BNP Paribas, and Hyundai Hopman Cup. Tennis Channel is carried by nine of the top 10 MSOs, Verizon FiOS TV, AT&T U-verse, DIRECTV and DISH Network.

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