



Dear Cox Communications Customer:

You may be hearing about a dispute between Cox and the Big Ten Network. We understand that some of you may be concerned about the possible impact on the availability of Big Ten athletics on your cable system.

Cox wants to make the Big Ten Network available to our customers who want this channel, and we are open to negotiating a fair and reasonable deal. However, I want to inform you about the alarming, unrestrained rise in the cost of sports programming, how it affects you, and what Cox is doing about it.

Like a supermarket or gas station, cable providers are retailers of wholesale products. Cox pays the owners of cable networks for rights to deliver those channels. Like other retailers, our prices are greatly affected by the wholesale costs of the products we deliver. So, when the cost of cable networks rise, so do cable bills.

What does this mean in terms of the Big Ten Network? **Fox Cable Networks, owner of the Big Ten Network, is making it nearly impossible for us to deliver this channel to you by pricing the channel outrageously—more than six times higher than the cost of similar college sports networks.**

Currently, the Big Ten Network is dictating that its programming be distributed to all standard cable subscribers, which means every Cox customer pays the price for the expensive sports channel – whether they watch it or not. Basically, the Big Ten Network is denying cable companies the flexibility to package expensive sports channels on an optional tier to keep prices reasonable for consumers. Cox is trying to protect its customers from higher prices by asking Big Ten Network to moderate its rates to more reasonable levels.

We think the solution is simple: the Big Ten Network should compete at a fair price and allow cable operators to offer the channel on a digital sports tier.

At Cox, we are committed to bringing our customers coverage from the Big Ten Conference. In fact, the quality of Big Ten games that you have come to expect will be available to you on major networks like ABC and ESPN. Cox offers more than 300 hours of football this season on other networks including ESPN, ABC, CBS, FOX and NBC.

Sports fans are very important to Cox and we are deeply committed to providing quality sports channels to our customers. As always, we thank you for your business and look forward to providing you with the best value for your entertainment dollar – today and in the future.

Sincerely,

A handwritten signature in black ink, appearing to read "Kevin Haynes". The signature is fluid and cursive, with a long horizontal stroke at the end.

Kevin Haynes
Vice President and General Manager