



FOR IMMEDIATE RELEASE

MEDIA CONTACT:
Caroline Witherspoon or
Marichris Diga
Becker Communications, Inc.
(808) 533-4165

**OCEANIC TIME WARNER CABLE FIRST IN NATION TO LAUNCH OWN
ECO-CONSCIOUS TELEVISION NETWORK**

*** Locally Produced Green Channel to Launch October 23, 2009 ***

Mililani, HI (September 29, 2009) – Building on its reputation as a national leader in its industry, Oceanic Time Warner Cable will launch its own eco-conscious television network, called The Green Channel, on October 23, 2009. Located on digital channel 332, the locally produced channel will provide viewers a single source to explore information about eco-friendly initiatives aimed at preserving Hawaii’s island paradise.

“The purpose of the Green Channel is to inform, engage and inspire businesses and individuals to contribute toward creating a more sustainable environment,” said Oceanic President Nate Smith. “It will be a spectacular showcase for alternative energy companies to explain what they do, or for energy management consultants to highlight their capabilities. There will be regular forums where companies and methods can be debated on effectiveness, cost and more.”

The Green Channel is being designed around genres of programming that will be developed and introduced incrementally in partnership with businesses, organizations and individuals. The City & County of Honolulu’s Department of Environmental Services will provide the pioneer programming with its “Opalavision,” which will feature entertaining and educational three-minute episodes dedicated to recycling. Hosted by young, local actors, each episode will inspire action and show how waste is reutilized to achieve the maximum benefit to Hawaii’s economy and environment.

Recently developed interactive technology will allow viewers, using their digital remote controls, to get involved on a personal basis. Each of the different sections of the channel will have a video host who will answer questions and provide updates on the introduction of the latest programming and applications. Future elements will also include a running scoreboard for businesses and residents to show how effective they are using key energy components such as electricity and gas.

Initially, The Green Channel will be launched on digital channel 332. A companion website is in development and will be launched subsequently. "Our goal is to nurture this project to the point where it can work on a national scale," added Smith.

Oceanic will celebrate the launch of The Green Channel during the Green Aloha Concert at Sunset on the Beach on October 23. Guests will enjoy a sneak preview of the "Opalavision" programming on the big screen at Queen's Beach.

Oceanic currently delivers a diverse selection of entertainment and information services by way of an advanced fiber optic/coax network to more than 400,000 households, schools and businesses on Oahu, Maui, Kauai, Molokai, Lanai and the Big Island. Among its products are Road Runner high-speed Internet as well as Digital Phone services. The company has provided quality cable service for Hawaii residents since 1969. Oceanic's parent company, Time Warner Cable, is a major developer of entertainment and information content operating in 27 states across the United States. For more information, call (808) 643-2337 or visit www.oceanic.com.

###