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NEWS RELEASE

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TIME WARNER CABLE METRO SPORTS LAUNCHING TWO NEW CHANNELS MARCH 1

Metro Sports 2, Metro Sports HD Will Add New Viewer Choices

KANSAS CITY – Time Warner Cable Metro Sports viewers will have front-row seats for the biggest local sports action with the addition of two new channels to its programming lineup beginning March 1. The launch of Metro Sports 2 and Metro Sports HD will dramatically increase the network's coverage of local sports and provide exclusive new viewing choices for Time Warner Cable Kansas City subscribers.

Metro Sports 2 will be available to digital cable subscribers on channel 222 and will highlight the network's "Metro Retro" programming of classic games featuring local teams and youth-oriented programming. Metro Sports HD will be available on channel 1030 and provide a digital simulcast of programming airing on the original Metro Sports on channel 30. The channels will debut at 6 p.m., Monday, March 1.

"It's thrilling to be able to bring Metro Sports 2 on 222 and Metro Sports HD to our local viewers," said Metro Sports General Manager John Denison. "The expansion of local sports coverage and possibilities for high-definition broadcasts will continue to make Metro Sports the place to find the best local professional, college and high school sports coverage."

Denison said the launch of the new channels will allow the original Metro Sports network to focus on live sporting events as well as expanded coverage and analysis of local teams including the Chiefs and the Royals. Metro Sports 2 will focus primarily on classic programming such as rebroadcasts of significant games involving local pro, college and high school teams in addition to other original local programs including youth sports events and award-winning documentaries produced by Metro Sports.

"I believe the classic pro, college and high school games we can offer on Metro Sports 2 will be a great attraction for our local viewers," Denison said. "Each game will be important to hundreds of people who live right here in the Kansas City area who participated in the game or were in the crowd that day. All of these games have a lot of personal memories for many of us, and it's a great chance to look back on all of the classic games that have taken place in our community over the last two decades."

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“The success of Metro Sports is entirely due to its connection to the community and the dedication of its team of reporters, producers and staff to telling the stories of our local athletes,” said Dan Wright, vice president of operations for Time Warner Cable Kansas City. “We’re excited to expand our coverage of local sports and believe our subscribers will enjoy and benefit from the new programming choices available on Metro Sports HD and Metro Sports 2.”

Since its launch in 1996, Metro Sports has been the premiere destination for local sports at all levels of competition. Its commitment to local sports and community programming has made it one of the most-recognized networks in Kansas City. Last year Metro Sports received 19 Mid-America regional Emmy nominations, more than twice as many as any other local station. In addition to the three broadcast channels Metro Sports On Demand programs are also available on digital cable channel 130.

The Metro Sports network is the home for Kansas City’s most extensive local sports coverage with programs such as Metro Sports Zone, Metro Sports Talk, Metro Sports Game Time, Metro Sports Saturday Scoreboard, Metro Sports Sunday, the High School Game of the Week and High School Roundup. The network is also home for University of Missouri-Kansas City athletics as well as the exclusive local cable network for the University of Kansas, University of Missouri, Wichita State University, and the Summit League. Metro Sports also produces coverage for the Missouri Valley Conference and NAIA Division I and II national basketball tournaments.

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PREMIER WEEK HIGHLIGHTS

<p>Metro Sports 2 on 222</p> <p>Monday, March 1: Hometown Heroes Royals Hall of Famer George Brett</p> <p>Tuesday, March 2: Metro Women Win for KC Annual Luncheon featuring tennis legend Billie Jean King Texas at Kansas double-overtime thriller from Feb. 13, 2010</p> <p>Wednesday, March 3: High School Sports Central Eagles with Derek Hood vs. Raytown Blue Jays with Tyrone Lue from 1995 High School Game of the Week from Feb. 26, 2009</p> <p>Thursday, March 4: Ala Carte This Week: Missouri Valley Conference’s Greatest Games Indiana State at Bradley, Feb. 28, 2000 Southern Illinois at Creighton, Feb. 20, 2002 Creighton vs. Wichita State University, March 9, 2003</p> <p>Friday, March 5: Movies Border War documentary</p> <p>Saturday, March 6: College Sports Border War documentary UMKC’s Greatest Games</p>	<p>Metro Sports (30) & Metro Sports HD (1030)</p> <p>Monday, March 1: 6 p.m. Metro Sports Talk live from the Power & Light District 7 p.m. Royals Spring Training Special (HD) 8 p.m. City Ball: A Documentary (letterbox) 9:30 p.m. Chiefs GM Scott Pioli Speaks Out (HD)</p> <p>Tuesday, March 2: 7 p.m. Missouri at Iowa State 9 p.m. Big 12 Highlight Special (HD)</p> <p>Wednesday, March 3: 6:30 p.m. Chiefs GM Scott Pioli Speaks Out (HD) 7 p.m. No. 2 Kentucky at George (HD) 9 p.m. Kansas at Kansas State instant replay</p> <p>Thursday, March 4: 7 p.m. Kansas at Kansas State replay from March 3 9 p.m. Big 12 Highlight Special (HD) 9:30 p.m. Royals Spring Training Special (HD)</p> <p>Friday, March 5: Starting at noon: Missouri Valley Conference Men’s Basketball Tournament Quarterfinals</p>
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