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Citizens Adds ESPN3.com

High-Speed Customers Gain Access to More Than 3,500 Live Events Online, Including Hundreds of College Football Games

Floyd, VA and Bristol, Conn – Citizens and ESPN today announced that all Citizens high-speed Internet customers in Southwest VA now have access to ESPN3.com. ESPN3.com is ESPN's 24/7 broadband sports network, which offers more than 3,500 live, global sports events annually. It is available at no cost to fans who receive their high-speed Internet service from Citizens.

"Citizens is proud to add access to ESPN3 to all of our high speed internet subscribers," stated Greg Sapp, General Manager for Citizens. "Citizens is dedicated to providing the latest in internet technology and offering ESPN3.com gives our customers the ability to watch virtually any sports program live with viewing controls previously unavailable, such as on-demand instant replay, pause and multiple game viewing."

ESPN3.com gives consumers control over their broadband sports viewing experience with the ability to pause and rewind live events. Fans can **toggle** between up to 20 events in a main viewing window, and with a single click, jump to another event. Video can be viewed in widescreen (16:9) and normal (4:3) views and can be expanded to full screen or reduced to a compact size. Recently completed events are archived and available for on-demand replay.

2009 was a record-setting year for ESPN3.com as usage growth outpaced distribution growth. Fans spent an average of 2 hours per month on ESPN3.com. Total hours consumed in 2009 were up 110 percent over the previous year. Dozens of programming deals were completed in 2009, expanding ESPN3.com's coverage to include the top Euro soccer leagues and all four Grand Slam tennis tournaments, as well as college football and basketball, golf, cricket and more.

ESPN3.com is the online destination for college sports, as fans consumed over 9.7 million hours of college sports in 2009 on ESPN3.com, including more than 2.1 million hours of Men's NCAA Basketball. It features millions of hours of live online sports viewing from a broad array of global events including (but not limited to):

- **Basketball:** NBA, Euroleague, NCAA Men's and Women's basketball, WNBA;
- **Football:** More than 350 NCAA College Football games, including more than 30 exclusive games and many out-of-market games;
- **Soccer:** FIFA World Cup events and global qualifiers, Football League (UK), Carling Cup (UK), Spanish La Liga and Coppa Del Rey, German Bundesliga and German Cup, Italian

- Serie A and Coppa Italia, Portuguese Liga Sagres, Dutch Eredivisie, MLS, US National team, international friendlies and more;
- Baseball: MLB, World Baseball Classic, NCAA College baseball and College World Series, Little League World Series;
- Tennis: more than 1,000 hours of multi-court coverage of all four “grand slam” events and select other tennis events;
- Golf: extensive coverage of the US Open, The Masters, The Open Championship and more;
- Global Cricket and Rugby: Bangladesh Cricket, Asia Cup, Rugby League, Rugby Union;
- Lacrosse: Major League Lacrosse, NCAA College Lacrosse;
- Misc. Sports: X Games and Winter X Games, NCAA Hockey and Softball, Rodeo and more.

ESPN3.com is also a leader in innovative technology. In March 2009, ESPN3.com was the first broadband network in the industry to offer a dynamic ad insertion platform. Additionally, ESPN3.com has several other features including extensive research notes, key play indicators, chat, and other modules designed to enhance the viewing experience.

The network is available at no cost to fans who receive their high-speed Internet connection from an affiliated service provider and is currently in more than 50 million households – a majority of US broadband homes.

Citizens Telephone Cooperative, a member-owned telephone cooperative headquartered in Floyd, Virginia, has provided communications services within the region since 1914. The company offers an extensive array of products such as telephone, long-distance, high-speed and dial-up internet, analog and digital television, web services, computer repair, and data transport services. For more information about Citizens and the services it offers please visit <http://citizens.coop>.

ESPN, Inc. is the world’s leading multinational, multimedia sports entertainment company featuring a portfolio of over 50 multimedia sports assets. The company is comprised of six domestic television networks (ESPN, ESPN2, ESPN Classic, ESPNEWS, ESPN Deportes, ESPNU), ESPN, ESPN2, ESPNEWS and ESPNU HD simulcast services, ESPN Regional Television, ESPN International (46 networks, syndication, radio, web sites), ESPN Radio, ESPN.com, ESPN The Magazine, ESPN Enterprises, ESPN PPV, ESPN Zones (sports-themed restaurants), and other growing new businesses including ESPN360.com (Broadband), ESPN Mobile Properties, ESPN on Demand and ESPN Interactive. Based in Bristol, Ct., ESPN is 80 percent owned by ABC, Inc., which is an indirect subsidiary of The Walt Disney Company. The Hearst Corporation holds a 20 percent interest in ESPN.

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