

CABLE MEANS BUSINESS DIGITAL GROWTH CONTEST

For Immediate Release

**Women Business Owners to Compete in
Digital Growth Contest Sponsored by Cable Companies**
*Contest, Co-Sponsored by Ladies Who Launch, to Award Business-
Boosting Prizes to Winners in 11 Markets*

(Alexandria, VA – October 14, 2008) – Women entrepreneurs from Atlanta to Orange County – and numerous communities in between – may compete in a Digital Growth Contest for a prize package of business-boosting services, sponsored by their local cable companies. Co-sponsored by Ladies Who Launch, a multiplatform lifestyle company that supports female entrepreneurs, the Digital Growth Contest is organized and managed by Cable & Telecommunications Association for Marketing (CTAM). The contest is an important component of CTAM's Cable Means Business initiative.

The contest begins today -- one week before National Business Women's Week -- and continues through Friday, November 28. Winners will be announced in December.

One winner in each of 11 U.S. markets will be selected by a panel of judges, and each will be awarded a prize package that includes a free year of business telecommunications services (telephone, Internet and/or TV) from a cable company. Other prizes are provided by Ladies Who Launch, and include a virtual business roundtable discussion, facilitated by Ladies Who Launch founder Victoria Colligan; and a prominent feature on the winning companies at www.LadiesWhoLaunch.com.

"Women are starting businesses at twice the rate of men, but are often short of funds and support as they strive to grow their companies," said Char Beales, President & CEO, CTAM. "The Digital Growth Contest continues the cable industry's long tradition of philanthropy by offering these women a helping hand as they work to succeed."

Beales added that the contest is an important component of CTAM's Cable Means Business initiative, because it honors women entrepreneurs and their savvy approaches to business strategies. The criteria for winning are based on the entrants' essays about their business plans and how digital technologies could help their businesses grow.

Victoria Colligan, Founder of Ladies Who Launch, said "The Digital Growth Contest gives women business owners the boost they need to get to the next

level. Ladies Who Launch is thrilled to be working with the cable industry, because this program dovetails with our mission to facilitate the dreams and projects of entrepreneurial women.”

Individuals may visit www.digitalgrowthcontest.com to enter themselves or someone else in the Digital Growth Contest. To be eligible, the business must be owned or co-owned by a woman, and be located in the footprint of the cable service provider sponsoring the contest in that market.

Listed below are the 11 markets and respective sponsoring cable service providers:

- Atlanta, GA – Comcast Business Class
- Chicago, IL – Comcast Business Class
- Cleveland-Akron, OH – Time Warner Cable Business
- Columbus, OH – Time Warner Cable Business
- Greenville, NC – Suddenlink Business
- Louisville, KY – Insight Business
- Minneapolis/St. Paul, MN – Comcast Business Class
- Orange County, CA – Cox Business
- Philadelphia, PA – Comcast Business Class
- The state of Rhode Island – Cox Business
- Worcester, MA – Charter Business

Digital Growth Contest Overview

Entry – Entrants must submit an essay of 250 words, or less, about a woman-owned business. It should emphasize the opportunity, the challenges and the rewards of entrepreneurship. Also, each essay must include an anecdote or example that illustrates how the business could benefit from an upgrade to its communications technology (e.g., faster Internet access, more telephone features, etc.).

Judging -- In each designated geographic market, a team of Digital Growth Contest judges will review all eligible entries. They will select up to four finalists, and then one grand prize winner.

Complete eligibility and rules, entry guidelines, entry forms and other information are available by visiting www.digitalgrowthcontest.com.

About Ladies Who Launch

Ladies Who Launch is the first new media company to provide resources and connections for women entrepreneurs. Women are launching businesses at twice the rate of men, and they are doing it primarily for lifestyle reasons—they want more freedom, flexibility, and creativity in their lives. The Ladies Who Launch mission is to make entrepreneurship accessible to any woman with a project, dream or aspiration to start her own business and be successful. We have found a definitive link between launching a business

and higher self-esteem and happiness for women; it is our hope that women will come to Ladies Who Launch and take advantage of trusted community, tools, resources and success stories to live their dreams.

About Cable Means Business

Cable Means Business is an initiative of CTAM, the Cable & Telecommunications Association for Marketing, which is dedicated to helping the cable business grow. As a non-profit professional association, CTAM provides marketing education and networking opportunities to more than 5,500 members and facilitates unified, national cooperative marketing efforts on behalf of its corporate members. Business owners can learn about cable's services at cablemeansbusiness.com.