

**Cox Communications Invests In CWK Network To Partner
In Unique Local Education Initiatives That Impact School Safety, Drug
Prevention And Children's Health**

January 8, 2003 - Cox Communications, Inc. today announced it has entered into a strategic investment and partnership with Atlanta-based Connect with Kids/CWK Network. CWK Network is a leading multimedia company specializing in news and information about children's issues with a niche focus on education and pediatric healthcare. The Company is the first of its kind in the media or education market to successfully develop research-based, public health partnerships between local media and local educators that impact school safety, prevention, and community health at the grass roots level. Cox's commitment to this partnership, creates a powerful, far-reaching vehicle for educating local communities about these vital issues.

CWK is the only company in the nation that produces coordinated, broadcast quality programming about children simultaneously distributed to parents in their homes and students in their classrooms. While parents at home are watching news stories, 30-second messages and half-hour specials on issues vital to the lives of children (e.g. bullying, drug use, anxiety and depression), their children are learning about these same issues in the classroom with videos accompanied by a fully developed curriculum.

Teacher, students, and parents can also link to media partner websites and access CWK for even more information and activities focused on these same issues. This new partnership between Cox and CWK creates a unique, coordinated partnership of cable operators, local school districts and communities that insures a new kind of home-school connection previously unavailable to parents, teachers, students, and local communities.

Conversations about drug use, civility, bullying, peer pressure, etc. are no longer isolated to individual classrooms or family living rooms. By distributing programming to both television and schools, Connect!, CWK Network's premiere education programming, facilitates a community-wide conversation. Kids, teachers, parents, and community leaders are all seeing and discussing the same issues at the same time. CWK connects the community, creates a community of learners at the grass roots level, and multiplies the power and effectiveness of award-winning educational programming that focuses on the challenges facing young people.

Cox cable systems will bring to its viewers a comprehensive series of programs: daily vignettes about character; weekly news reports, and every year, eight half-hour specials on subjects like drug & alcohol abuse, truancy, peer pressure, and civility. Local schools will also have access to a library of video products, Web resources and teacher professional development. Curriculum provided by CWK is linked to national standards and includes fully integrated lesson plans, interactive student activities, educational materials and other downloadable materials for teachers.

"With CWK, Cox can offer valuable and topical content as a relevant value-add to schools who purchase our cable and broadband technologies," says Pat Esser, EVP, Operations, Cox Communications. "We are further connecting the community with the school through the power of television and broadband services."

According to Esser, Cox Communications has contributed more than \$50 million in cash and in-kind services over the past 10 years to enhance education programs in the communities it serves. The company provides 3.5 million private and public school students in its 28 service territories with cable television and high-speed Internet services at no charge. In addition, each Cox cable system has an employee dedicated to helping teachers use cable programming and technology to enhance the learning experience. Through its affiliate Cox Business Services, the company also provides wide area networks, Internet solutions and telecommunications services to school districts in its franchise areas.

This fall, five schools in the Dysart School District of Greater Phoenix, Ariz. signed on to receive CWK's CONNECT! multimedia resources for schools. Additional information and learning supplements are available to the parents, students and teachers in the Dysart community through the Cox Education Network, which provides access to CWK content tailored to address the issues and problems facing the students in the Dysart School District.

At the same time, Cox in Phoenix will air a series of half-hour specials under the "Cox Connecting with Kids" banner on its local origination channel, Cox 9. Phoenix-area cable customers also will see weekly news reports and 30-second daily character vignettes. "The partnership between Connecting with Kids and Cox allows us to expand our reach from broadcast stations into the cable industry and to a number of key markets across the country," says Stacey DeWitt, CEO of the Connect with Kids Network.

DeWitt adds: "At a local level, the Connect! initiative is designed to instigate a deeper awareness, broader education, and ultimately a compelling change in community, parent and student attitudes about the issues important to us all: school safety, drug prevention, citizenship, and the character of our children."

A critical element in the Connect! program is the partnership among Cox cable systems, parents and educators. Connect! allows hard to reach, busy parents, the opportunity to become more involved with their children's learning in the comfort of their own homes by giving them access to vital information twenty-four hours a day through television and the Internet. Through Cox cable systems, CWK provides free web access as well as a password-protected intranet so parents, teachers and students can obtain a multitude of materials and resources.



Connect with Kids