



ImOn Communications
625 1st Street SE, Suite 520
Cedar Rapids, IA 52401

NEWS RELEASE

August 1, 2007

For Release: Immediate

Contact: Jeff Janssen
319-261-4620

Imon Communications To Provide Cable Customers with Big Ten Network Programming

Cable provider also adds several new channels to programming line-up

Cedar Rapids – ImOn Communications, the new, local provider of residential cable, Internet and phone services for Cedar Rapids and Marion, announced today that it has reached agreement to carry the Big Ten Network when the new network launches this August. The Network will be available in analog, digital and HD formats. The Big Ten Network is a national network dedicated exclusively to Big Ten Conference television programming. The announcement was made today by Patrice Carroll, President and General Manager for ImOn Communications and Big Ten Network President Mark Silverman.

In making the announcement Carroll said the cable provider believes the network, dedicated to showcasing the nation's premier athletic and academic conference, will be an instant hit with University of Iowa fans in the area. "We're really very pleased that our customers will be able to get the Big Ten Network from the beginning," Carroll continued. Cedar Rapids is obviously Big Ten country. The community has been very vocal in asking for the Big Ten network, and we're happy to have the opportunity to provide it."

"We are really excited that ImOn Communications will join our growing list of distribution partners in Iowa," Big Ten Network President Mark Silverman said. "The Iowa Hawkeyes have some of the highest rated programming in the state and fans will be able to see over 60 Hawkeye events. It's clear that ImOn is in tune with its customers in Cedar Rapids and knows how popular this network will be," he said.

In addition to the Big Ten Network, the cable provider also announced that it will add the following channels to its programming line-up:

- Big Ten Network high definition (HD)
- National Geographic Channel HD
- KCRG HD
- KFXA HD

About ImOn Communications

ImOn Communications is a new provider of cable, Internet and telephone services to residents of Cedar Rapids and Marion. ImOn is locally owned and operated and offers customers value and choice for residential services. For more information regarding ImOn Communications, visit www.ImOn.net or call **319-298-6484**.

About the Big Ten Network

Launching this August, the Big Ten Network is dedicated to covering the Big Ten Conference and its 11 member institutions. The Big Ten Network will provide unprecedented access to an extensive schedule of conference sports events and shows and original programs in academics, the arts and sciences, campus activities and associated personalities. Sports programming will include live coverage of more major men's and women's events than ever before, along with news, highlights and analysis. The network is available to all cable and satellite carriers and television distributors nationwide, with most programs offered in stunning high-definition television (HDTV). The Big Ten Network is a 20-year partnership between the Big Ten Conference and Fox Cable Networks.

###