Time Warner Cable announced today a multi-year sponsorship agreement with the University of Kentucky's athletic program involving their Men's Basketball and Football teams. Under the agreement, Time Warner Cable will serve as an Official Sponsor of University of Kentucky Athletics across its core video, high speed data, Wi-Fi and home phone products and services, holding strong in-game presence with courtside signage as well as video and LED Ribbon Board.

Time Warner Cable customers in Kentucky will have a chance to enjoy unique customer appreciation experiences such as the opportunity to attend Coach Stoops' or Coach Calipari's call-in shows, special Time Warner Cable VIP events at the stadium, and other great experiences.

"We're excited to partner with one of the most respected and sought after college athletic programs in the country. Our partnership comes at the heels of the Wildcats 2012 National Championship and it is sure to bring our customers in Kentucky unique opportunities to stay close to the teams and enjoy the action on the field and on the court," said Jeffrey A. Hirsch, EVP, Chief Marketing Officer, Residential Services of Time Warner Cable. "The University of Kentucky's athletic program is well positioned to deliver exciting moments for our college sports fans."

IMG College, the multi-media rights partner of University of Kentucky, brokered the sponsorship, including the creative use of the school's intellectual property and the unique experiences which will be provided.

The partnership will encompass promotional efforts across all media platforms including Radio spots during each football and basketball game broadcast and TV spots during select basketball game broadcasts; print ads in the football and men's basketball yearbook and playbook; and digital presence on the University of Kentucky Athletics website on www.ukathletics.com .

CAA Sports Consulting advised Time Warner Cable on the deal.

About Time Warner Cable

Time Warner Cable Inc. (NYSE: TWC) is among the largest providers of video, high-speed data and voice services in the United States, connecting more than 15 million customers to entertainment, information and each other. Time Warner Cable Business Class offers data, video and voice services to businesses of all sizes, cell tower backhaul services to wireless carriers and managed and outsourced information technology solutions and cloud services. Time Warner Cable Media, the advertising arm of Time Warner Cable, offers national, regional and local companies innovative advertising solutions. More information about the services of Time Warner Cable is available at www.twc.com, www.twcbc.com and www.twcmedia.com.