



Universal Sports Network Announces Multi-Year Distribution Deal With Hawaiian Telcom

Channel Brings World-Class Sports Events to Honolulu Market June 29

Los Angeles, June 28, 2012 – Universal Sports Network announced today a multi-year distribution agreement with Hawaiian Telcom Services Company, Inc., bringing the network’s exclusive Olympic sports coverage of qualifying, trials and world championship events, as well as other endurance and adventure sports programming, to Hawaiian Telcom TV customers in the Oahu market.

Universal Sports launches June 29th on Hawaiian Telcom TV Ch.90 and HD Ch.1090, and will be available as a free preview to all customers for two months – July & August – before becoming available exclusively to Advantage Plus package subscribers.

“We are pleased that Hawaiian Telcom recognizes the high value that Universal Sports Network offers through our exclusive rights to some of the world’s biggest sporting events, and welcome them to our growing list of distribution partners,” said David Sternberg, CEO of Universal Sports. “We look forward to delivering our unique and compelling content, including the Kona Ironman, and building a successful relationship with Hawaiian Telcom as they grow the footprint of their outstanding, all-digital TV service throughout Oahu.”

Brad Fisher, Hawaiian Telcom’s Senior Vice President – Strategy & Marketing agrees: “Hawaiian Telcom is thrilled to bring Universal Sports to our TV customers, and the timing couldn’t be better as the world’s elite athletes complete their preparations for the Olympic Games in London. Universal Sports is a fantastic addition to our television product already rich in content, features and services.”

Since the commercial launch of the company’s new digital TV service 12 months ago on July 1, 2011, Hawaiian Telcom has added an additional 30 High Definition channels like Universal Sports Network HD, and now delivers over 100 full-time HD channels.

Universal Sports provides viewers unparalleled access to world-class sporting events, including the most year-round, Olympic-related programming of any network. In the Olympic year 2012, the channel has featured exclusive English-language coverage of the women’s and men’s CONCACAF Olympic Qualifying soccer tournaments and the AIBA Americas Olympic boxing qualifying tournament. In addition, Universal Sports Network is the home of 23 World Championships in 2012, and it will once again deliver exclusive U.S. television coverage of such prestigious annual competitions as the Boston Marathon, Giro d’Italia, Vuelta a España and Kona Ironman.

About Universal Sports

Universal Sports Network recently transitioned to a multi-platform, high definition cable, satellite and IPTV service. Currently, DIRECTV, DISH and numerous cable providers offer Universal Sports Network. Viewers whose cable, satellite or IPTV providers are not currently offering the network should call 1-800-



55-GET-US or visit www.IWantUniversalSports.com and demand access to the network's coverage of the world's biggest championships.

Universal Sports, a partnership between NBC Sports and InterMedia Partners, LP, is the premier multi-platform media destination for Olympic-related sports programming in the United States. Offering more than 1,200 hours of original programming each year, Universal Sports has exclusive rights to world and national championship events in a wide array of sports, including swimming, track and field, gymnastics, cycling, skiing, figure skating and rugby. Whether on television, online, or on the go with mobile and tablet applications, Universal Sports offers a four-screen experience to fans of global sports every day of the year. For more information, please visit UniversalSports.com.

About Hawaiian Telcom

Hawaiian Telcom Services Company, Inc., headquartered in Honolulu, is a subsidiary of Hawaiian Telcom Holdco, Inc., Hawaii's leading provider of integrated communications solutions for business and residential customers. With roots in Hawaii beginning in 1883, the Company offers a full range of services including voice, video, Internet, data, wireless, and advanced communication and network services supported by the reach and reliability of its network and Hawaii's only 24/7 state-of-the-art network operations center. With employees statewide sharing a commitment to innovation and a passion for delivering superior service, Hawaiian Telcom provides an Always OnSM customer experience. For more information, visit www.hawaiiantel.com.

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Media Contacts:

Catherine Philbin
Universal Sports
818-597-4070
cphilbin@universalsports.com



Scott Simon
Hawaiian Telcom
808-546-5466
scott.simon@hawaiiantel.com