



FOR IMMEDIATE RELEASE

**TIME WARNER CABLE'S WIDELY DISTRIBUTED
PREFERRED TV PACKAGE NOW INCLUDES SMITHSONIAN CHANNEL'S
CRITICALLY-ACCLAIMED AND AWARD-WINNING PROGRAMMING**

**Smithsonian Channel Gets Package Upgrade On Time Warner Cable
Effective Immediately**

(New York, NY) January 3, 2014 – Smithsonian Channel has launched on Time Warner Cable's widely distributed Preferred TV Package throughout TWC's footprint effective immediately. This allows Time Warner Cable's Preferred TV subscribers to see the channel in both standard and high definition. Smithsonian Channel was previously only available for an additional subscriber fee through the TWC HD tier. The announcement was made today by Tom Hayden, President of Smithsonian Channel.

"Being a part of Time Warner Cable's Preferred TV package is a major step in the development of Smithsonian Channel," said Hayden. "These additional subscribers will allow for our unique brand of non-fiction storytelling to be seen by a whole new audience. I could not think of a better way to start off 2014."

With the improved packaging Smithsonian Channel is now in over 30 million U.S. homes and is available to nearly 70 million pay TV households.

Smithsonian Channel, a joint venture between Showtime Networks and the Smithsonian Institution, combines the storytelling expertise of the renowned premium network with the unmatched resources of the world's largest museum and research complex. Its Emmy® and Peabody Award-winning programming entertains, educates and inspires. Whether it's an exploration of the world's biggest ships and planes, a bidding war for a one-of-a kind vintage dress or a look into a defining moment in America's history, Smithsonian Channel tackles subjects as diverse and limitless as the landscape it covers.

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