



Director of Athletics
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October 2, 2007

Mr. Glenn A. Britt
President and CEO
Time Warner Cable
290 Harbor Dr
Stamford, CT 06902

Dear Mr. Britt:

Here in eastern North Carolina, we are proud of our strong tradition of competitive and successful intercollegiate programs. East Carolina University takes its responsibilities to be a leader in the state's academic and athletic communities seriously. That is why we are committed to sustaining and improving college sports as an important part of the overall mission of our outstanding university.

A Regional Sports Network, MASN, is now available on basic cable and satellite to millions of North Carolinians – and to many millions more throughout MASN's seven-state telecast region. MASN can be an extremely valuable resource for all of the colleges and universities of this area.

Not only can students, faculty, and fans in our state watch local North Carolina sports on MASN, but because MASN's television footprint extends all the way to Harrisburg, Pennsylvania, covering an area that is the fourth largest combined media market in the country, MASN provides our athletics programs and our institutions with significant exposure and marketing opportunities far beyond our state's borders.

This exposure to viewers who might not otherwise be aware of our athletics programs and East Carolina University is enormously beneficial in recruiting efforts and in further building the image of, and interest in, our institution. It allows us to sustain our high-caliber athletics programs, to better compete for the best student-athletes, and to more effectively pursue the educational, athletic, and academic aims of our institution.

MASN is an invaluable telecast partner for North Carolina intercollegiate sports and for North Carolina education. By carrying our games, coaches' shows and instructional mission statements into six million homes outside of our state, we are able to reach alumni, potential supporters, and prospective students that can not be touched in any other manner than through MASN.

MASN is currently available on the basic service of 21 cable and satellite providers throughout the region, including DirecTV, Dish Network, Mediacom and Charter here in North Carolina.

On behalf of East Carolina University, and for the benefit of our fans, alumni, students, and athletics programs, we respectfully urge you to join the other distributors throughout North Carolina and this region in carrying MASN.

Sincerely,

A handwritten signature in black ink that reads "Terry Holland".
Terry Holland

TH/bs

C USA™