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TIME WARNER CABLE AND AUSTIN HUMANE SOCIETY PARTNER TO BOOST PET ADOPTIONS

New “Paws On Demand” Program on Central Texas On Demand Highlights Pets Looking for Their Forever Families

AUSTIN – (June 24, 2010) – Time Warner Cable is ushering in the “dog days of summer” by teaming up with the Austin Humane Society to feature vignettes of adoptable dogs and cats from the shelter in an effort to help these homeless pets find permanent homes with loving owners.

The one-minute clips of playful pooches and frisky felines can be found under the “Community” category on Time Warner Cable’s local on-demand channel, Central Texas on Demand (channel 1400 in the Austin/San Marcos viewing area and channel 200 in the Waco/Temple/Killeen viewing area.) Along with videos of each pet interacting with shelter volunteers, the clips feature helpful information on the pet’s disposition, likes and dislikes, and compatibility with other pets.

“With more than 25,000 animals in Austin becoming homeless each year, it’s critical that we leverage every medium to present these pets to potential adopters,” said Lisa Starr, public relations manager for the Austin Humane Society.

“The Austin Humane Society adopts out about 3,000 pets each year, although we spay and neuter about 8,000. That leaves thousands of pets still needing a home,” stated Starr.

To kick off the new program, Time Warner Cable is donating \$1 dollar to the Austin Humane Society for every view of Paws on Demand pets throughout the month of July, up to a total of \$3,000. Viewers who can’t adopt a pet right now can still help a shelter dog or cat just by tuning in and viewing!

“This partnership with the Austin Humane Society provides a much-needed, additional avenue to get the message out about some great pets looking for good homes. We’re happy to be working with the shelter to help reduce Austin’s homeless pet population and find loving homes for these dogs and cats,” said Stacy Schmitt, vice president of communications, Time Warner Cable Texas Region.

The pet videos can be viewed for free and as many times as digital customers want. The technology for Central Texas On Demand allows customers to watch local, original programming when it is convenient to them. Digital customers can rewind, play, fast-forward, stop and pause all On Demand programs.

About the Austin Humane Society

The Austin Humane Society (AHS) is the city’s largest nonprofit, no-kill pet adoption center. We are dedicated to (1) saving homeless dogs and cats, (2) reducing pet overpopulation, and (3) educating our community about responsible pet ownership. Since 1952, AHS has been connecting homeless pets with permanent, loving homes. In addition to pet adoption, AHS also operates a robust animal clinic, feral cat sterilization program, and foster care network. In 2009, AHS adopted nearly 3,000 dogs and cats into permanent homes, spayed/neutered more than 5,100 feral cats, and helped nurse nearly 1,000 sick and injured animals back to health in foster homes. For additional information about adoptions, feral cat spay/neuter or to make a donation, log on to www.austinhumanesociety.org or call 512.685.0120.

About Time Warner Cable Central Texas

Through innovative technology, a fully upgraded fiber-based network, and a commitment to increasing choice and value for our customers, Time Warner Cable brings the digital age to Central Texas and is transforming the way Central Texans communicate and receive information and entertainment. Time Warner Cable Central Texas offers award-winning customer service and technical support 24 hours a day, 7 days a week. For more information, visit www.timewarnercable.com.

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