



FOR IMMEDIATE RELEASE

RFD-TV Now Available to Cox Communications customers

NASHVILLE, Tenn. (February 16, 2010) –RFD-TV, LLC announced today that RFD-TV—Rural America’s Most Important Network—is now available to Cox Communications Variety Pak subscribers in Oklahoma City and Tulsa, OK on channel 147.

RFD-TV, an independent ten-year-old cable network, part of Rural Media Group, is the only television network that serves the Rural Lifestyle marketplace 24 hours a day. RFD-TV’s high quality family-oriented programming covers four core interest areas – Agricultural News and Information, Equine and Western Lifestyle, Music and Entertainment and Rural Lifestyle.

“RFD-TV’s launch in Oklahoma City and Tulsa is a great mile stone for the network. Both cities are over flowing with people who are either living the rural way of life or are rural lifestyle enthusiasts. And with Oklahoma City being the horse show capital of the world, RFD-TV fits like a glove” said Manda Patrick, Senior Director of Affiliate Sales.

About RFD-TV, LLC

Launched in December of 2000 and now beginning its 10th year of broadcasting, RFD-TV is the nation's first 24-hour television channel dedicated to serving the needs and interests of rural America with programming focused on agriculture, equine, rural lifestyle, along with traditional country music and entertainment. The channel is now distributed into over 40 million homes worldwide by DBS and cable systems including DISH Network, DIRECTV, Comcast, Verizon FiOS TV, Mediacom, Charter, Bresnan, Time Warner, Cox, SKY, Freesat and over 600 independent rural cable systems. Production originates in studios located in Nashville, Tennessee for RFD-TV and RFD HD, and now London, England for RURAL TV, the company’s new international channel which launched throughout the UK in March/2009. RFD-TV The Magazine now has over 160,000 paid subscribers for its bi-monthly publication, and the company continues to operate RFD-TV The Theatre in Branson, Missouri.

www.rfdtv.com

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