

NEWS FROM:

C-SPAN AMERICA'S NETWORK

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-- C-SPAN NOW SEEN IN 31.5 MILLION HOUSEHOLDS --
-- C-SPAN II IN 12 MILLION --

WASHINGTON, D.C. -- This week, C-SPAN's marketing department announced new subscriber numbers for both of its public affairs networks. C-SPAN is now seen in 31.5 million homes across the country via 2,650 systems -- which represents a 24% growth in subscribers since January '87. C-SPAN II, in its second full year of operation, is available to 12 million households via 430 systems -- a 33% subscriber growth since the first of the year.

According to Kate Hampford, C-SPAN director of affiliate marketing, "In just the first five months of our fiscal year, we have reached our subscriber goals for C-SPAN II, and are close to reaching the goal for C-SPAN." Ms. Hampford added, "It is encouraging to see our numbers increase, especially as C-SPAN enters a presidential election year."

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CABLE SATELLITE PUBLIC AFFAIRS NETWORK