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BLUEHIGHWAYS TV SIGNS CARRIAGE AGREEMENT WITH INSIGHT COMMUNICATIONS

HENDERSONVILLE, Tenn. – BlueHighways TV, a new network created to explore the people, stories, traditions and cultures of America, announced today that they have entered into a carriage agreement with Insight Communications, allowing Insight to carry BlueHighways TV in its 13 markets. Insight Communications, the 9th largest MSO, is the second multi-system cable operator to sign a carriage agreement with BlueHighways TV.

“BlueHighways TV is a fresh, new approach to television, and we’re very excited to have the opportunity to add Insight communities to our growing family of viewers” said Stan Hitchcock, chief executive officer of BlueHighways TV. “Insight’s locations throughout the Midwest made it a natural fit for our audience and programming. In addition, one of our nationally-known weekly series, “Woodsongs,” is produced in Lexington, Kentucky, an Insight market. We not only provide a video outlet for the experiences, music, neighborhoods and festivals that make up American culture, we also offer the opportunity for cable operators to showcase talent and events from their own local markets as well “

“BlueHighways TV has a unique blend of original and family-friendly programming that we believe will have appeal to television viewers,” said Pamela Euler Halling, senior vice president of marketing and programming at Insight. “As always, our focus is on providing diverse programming that really touches the interests and lifestyles of our customers.”

BlueHighways TV is dedicated to providing remarkable entertainment, folklore and information to audiences interested in all aspects of American life and heritage. It has created an original entertainment schedule that combines new faces and places with an already-available library of hundreds of hours of original programming. The network’s original lineup includes:

- **Woodsongs** -- Currently syndicated on more than 400 radio stations across the United States and Canada, this hour-long music and interview program, recorded in Lexington, Kentucky, showcases traditional, bluegrass and folk musicians from around the country.
- **An Inside Look** -- Each city has those special shops, small businesses or historic areas that represent the growth and history of the city. Each episode of “An Inside Look” spotlights three lesser-known but important stories that show the character of the community.
- **Reno’s Old Time Music Festival** -- A tribute to bluegrass, this 30-minute show hosted by Ronnie Reno includes live guest performances, historical Bluegrass footage, improvisational jam sessions and in-depth interviews.

- **Due West** -- The mystique of the American West is revealed by exploring the people and places that color this unique region. From ice climbers in Montana and rodeo cowboys in Arizona, to the forts on the original Western frontier of the Ohio Valley, “Due West” captures the human spirit of Western adventure.
- **Forgotten Treasures** -- Visit those historic and unique locations tucked away on the outskirts or down the dirt roads that only locals know or remember.
- **BlueHighways In Concert** -- BlueHighways’ concert series goes the less traditional route, exploring intimate concert venues across the country that are showcasing the new and exciting talent in roots music and classic stars from various music genres.
- **The Red Road** -- From oral history to modern day websites, “The Red Road” explores Native American philosophy and lifestyles of the past, present and future.
- **Heart to Heart** -- Exploring the musical inspiration of popular songwriters in a relaxed atmosphere, this show proves the song is the star and there is always a great story about its creation.

About Insight Communications

Insight Communications (NASDAQ: ICCI) is the ninth largest cable operator in the United States, serving approximately 1.3 million customers in the four contiguous states of Illinois, Kentucky, Indiana and Ohio. Insight specializes in offering bundled, state-of-the-art services in mid-sized communities, delivering basic and digital video, high-speed Internet, and voice telephony in selected markets to its customers.

About BlueHighways TV

BlueHighways TV is a satellite and cable-delivered television network that grew out of the great interest that audiences have in exploring and re-freshening the folklore, music, traditions, destinations, festivals and artistry of America. Conceived and created by Network Creative Group, LLC, BlueHighways TV captures that welcoming, down-home spirit that Americans are known for – and are increasingly seeking on television -- delivered with an interesting, honest and exploratory voice. The network has developed a number of innovative ways to work with satellite distributors and cable operators to reach and serve their local audiences, and BlueHighways TV is currently in active negotiations for carriage. For more information, visit BlueHighways TV’s website at www.bluehighwaystv.com.

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