



PENTAGON CHANNEL ADDS VIDEO ON DEMAND

ALEXANDRIA, VA: January 24, 2008 -- The Pentagon Channel adds Video on Demand (VOD) to its line of products that distribute the channel's military news and information to the men and women in uniform.

The Pentagon Channel, in collaboration with Blue Ridge Communications, launched its first line of VOD product on Blue Ridge On Demand. Blue Ridge digital cable subscribers will have access to the entire Pentagon Channel original documentary program series: RECON. RECON will be available as a Free On Demand service. Users can simply tune to Channel 1 and watch RECON at their convenience.

"We are excited to leverage this emerging technology that provides our men and women in uniform another way to access important Pentagon Channel programming," said Allison Barber, Deputy Assistant Secretary of Defense for Public Affairs – Internal Communications. "Harnessing this new technology augments the Pentagon Channels ability to communicate relevant and timely military news and information to the men and women of the U.S. military."

"With everything that is going on in the world today, we realize the growing desire for information provided by the Pentagon Channel," said Mark Masenheimer, General Manager of Blue Ridge Communications. "We are confident that this service will be popular not only with parents of men and women in all branches of the military, but also with veterans, students and anyone else who is truly interested in what is going on in the world today."

VOD systems allow users to select and watch video and clip content over a network as part of an interactive television system. VOD systems either "stream" content, allowing viewing in real time, or "download" it in which the program is brought in its entirety to a set-top box before viewing starts. There is generally no cost to view VOD programming and broadcasts will be delivered straight to the subscriber's television.

About the Pentagon Channel

The Pentagon Channel, the Department of Defense's satellite television channel, broadcasts military news and information for and about the 2.6 million members of the U.S. Armed Forces -- Active Duty, National Guard and Reserve. Broadcasting 24 hours a day, seven days a week, the Pentagon Channel helps ensure that U.S. forces remain the best informed in the world.

Today, the Pentagon Channel is available on-base to more than 1.3 million service members who live and work on over 350 military bases, camps and installations in the U.S. The channel is also available to the 800,000 service members and their families serving overseas in 178 countries via the American Forces Radio and Television Service (AFRTS).

The Pentagon Channel reaches more than 13 million households through commercial distribution on satellite and cable systems nationwide. DISH Network, Verizon FiOS and divisions of Comcast, Time Warner, Cox, Charter, Mediacom, RCN, Armstrong, Midcontinent, Knology, GCI, and a number of smaller cable companies and local access channels in communities around the country carry the Pentagon Channel.

In addition, Pentagon Channel programming is streamed live 24/7 at <http://www.pentagonchannel.mil>, is available via video-on-demand, and podcast – both audio and video -- from this website.

About Blue Ridge Communications

Blue Ridge Communications is the nation's 19th largest cable TV provider and a wholly owned subsidiary of Pencor Services, Inc. Pencor is a leader in the development and introduction of media and communications technology throughout Northeast Pennsylvania. Pencor companies provide new media content and advertising services via cable TV, newspapers and Internet.

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