



**CableSeek®** is Patriot's proprietary national cable system database that consists of the specific operating boundaries of every local cable system in the United States. Matched to **PreciseCalc®**, Patriot immediately identifies the local cable system a caller belongs to, whether or not cable systems offer a particular network, channel finder, and even route callers to their appropriate local cable systems. **CableSeek®** is ideal for affiliate acquisition and retention campaigns, consumer promotions, sweepstakes and pay-per-view events. Patriot can immediately deliver faxes and emails to local cable systems, indicating consumer interest.

- **Aggressive Approach:** consumers route directly to local cable systems so they can immediately request that the network be added to their cable service.
- **Tractable Approach:** we capture callers' names, addresses, telephone numbers and email addresses as well as provide the local telephone number of the cable system or satellite provider that services them. A letter for each consumer that calls is faxed or emailed directly to the local cable system indicating consumer interest in the network.



**Web+CableSeek®** utilizes Patriot's proprietary **CableSeek®** database to guide Internet users to their local servicing cable system. Used primarily for subscriber acquisition applications, contests and sweepstakes, **Web+CableSeek®** allows cable subscribers (or potential subscribers) to verify whether or not their cable system carries a network's programming. Patriot can immediately deliver faxes or emails to local cable systems indicating consumer interest.

Using zip codes, our technology accesses a database listing of all cable systems and their serviceable areas. **Web+CableSeek®** then identifies whether or not the user's cable system carries the network.

Typical **Web+CableSeek®** applications:

- Initiate a search within the specified zip code
- Display static satellite information on right hand side of all result pages
- Display the results; provides contact information for the cable provider if the channel is available
- Collect demographic and contact information for all users
- Provide an email opt-in for newsletters or updates for all users
- Allow users to fax or email a network request to their selected cable or satellite provider if the channel is not available
- Fax or email can be previewed before submission to the provider
- Email confirmation is sent if the user provides an email address

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Market	Cable System	Regular Offices	Premise Offices	Business Prem. Offices	Regular Non-Offices	Just Dropped Non-Offices	TOTAL OFFICES
Seattle	00002201 Comcast Cable - BOSTON Massachusetts	0	1	0	0	0	1
	Market Totals	0	1	0	0	0	1
Seattle	00002303 Time Warner Cable - BUFFALO New York	0	1	0	0	0	1
	00001048 Time Warner Cable - CHESTER/PA A New	0	2	0	0	0	2
	Market Totals	0	3	0	0	0	3
Lexington	00001023 Time Warner Cable - STONEWALL Kentucky	0	0	0	1	0	1
	Market Totals	0	0	0	1	0	1
Los Angeles	00000042 Time Warner Cable - BOSTON MASS/CA	0	1	0	0	0	1
	Market Totals	0	1	0	0	0	1
Lincoln	00001802 Insight Communications - SEBELVILLE E	0	0	0	1	0	1
	Market Totals	0	0	0	1	0	1
Madison	00002002 Charter - MADISON Wisconsin	0	0	0	2	0	2
	Market Totals	0	0	0	2	0	2
Orlando-Desktop Search-NA	00001028 Cox Communications - OCALA Florida	1	0	0	1	0	2
	Market Totals	1	0	0	1	0	2
Raleigh-Durham							

**About Patriot Communications**

Patriot is a leading provider of on-demand interactive telecommunications services, database management and Internet solutions. Patriot operates a state-of-the-art communications network that hosts an array of feature-rich enhanced IVR services, dealer locator applications and telephone message broadcasting. Patriot's web-based reporting tools allow customers to interact with their consumer data and access sales, marketing and demographic information. In addition, Patriot offers traditional media, telemarketing, and direct marketing services. For more information, please call **1-888-833-4711**, or logon to **www.patriot.com**.

