

# Cox Media Signs Exclusive Local Ad Rep Deal with AT&T SportsNet Rocky Mountain, Television Home of the Vegas Golden Knights

## **Cox to also sell national on-air ads for the Network**

**ATLANTA – February 6, 2018** -Cox Media, Cox Communications' advertising sales division, has signed a multi-year exclusive agreement to represent AT&T SportsNet Rocky Mountain's local on-air advertising opportunities during Vegas Golden Knights games, including pre-game and postgame programming.

Beginning with the Vegas Golden Knights' second season this fall, Cox Media will also be the exclusive sales representative for the Network for national on-air advertising during Vegas Golden Knight game broadcasts. This arrangement covers pre-game, post-game and in-game on-air advertising opportunities other than opportunities allotted to the Network's distributors.

"The Vegas Golden Knights have captivated the Las Vegas market: sports fans, businesses, and the entire community," said Brett Burke, vice president of sales for Cox Media's Las Vegas market. "This opportunity to sell the Network's advertising time in Vegas Golden Knights games is a great addition to Cox Media's portfolio of offerings for our clients and we are thrilled to be working with AT&T SportsNet and representing advertising opportunities in games of the city's first major sport franchise."

Starting immediately, local businesses looking to reach the passionate Vegas Golden Knights fan base should contact Cox Media Las Vegas for rates and availability. For more information, visit [www.coxmedia.com](http://www.coxmedia.com).

## **About AT&T Sports Network**

AT&T SportsNet™ is the television home of the Colorado Rockies, Utah Jazz, Vegas Golden Knights, Mountain West and Big Sky Conferences. The network reaches approximately 2.3 million households across nine states and delivers more than 350 live events each year - all of which are available in high definition. AT&T SportsNet is owned and operated by AT&T Sports Networks, which operates regional sports networks in the Pittsburgh, Rocky Mountain and Southwest regions. The three networks combined reach approximately 10 million households across 20 states and own exclusive rights to produce and distribute live events from more than 15 teams and conferences.

## **About Cox Communications**

[Cox Communications](http://www.cox.com) is a broadband communications and entertainment company, providing advanced digital video, Internet, telephone and home security and automation services over its own nationwide IP network. The third-largest U.S. cable

company, Cox serves approximately 6 million residences and businesses. Cox Business is a facilities-based provider of voice, video and data solutions for commercial customers, and Cox Media is a full-service provider of national and local cable spot and digital media advertising. Cox is known for its pioneering efforts in broadband, voice and commercial services, industry-leading customer care and its outstanding workplaces. For nine years, Cox has been recognized as the top operator for women by Women in Cable Telecommunications; Cox has ranked among DiversityInc's Top 50 Companies for Diversity 12 times. More information about Cox Communications, a wholly owned subsidiary of Cox Enterprises, is available at [www.cox.com](http://www.cox.com) and [www.coxmedia.com](http://www.coxmedia.com).

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