



RCN PA & The Style Network to Offer Free Beauty Makeovers at Promo Court in the Lehigh Valley Mall on Saturday, May 10, From Noon to 4 p.m.

Event Celebrates Launch of The Style Network in the Lehigh Valley

Kristy O'Brian of 100.7 WLEV to Get Celebrity Makeover

HERNDON, Va., May 07, 2008 (BUSINESS WIRE) -- In need of a beauty makeover? RCN Corporation (NASDAQ: RCNI), a leading provider of digital television, data, and voice services to residential, business and commercial/carrier customers, and The Style Network are offering free makeovers at the Promo Court in the Lehigh Valley Mall on Saturday, May 10, from 12 p.m. to 4 p.m.

This event, promoting RCN's launch of The Style Network, offers participants the choice of two services of either hair style, makeup with skin consultation or an express manicure. Students of the Metro Beauty Academy will do the makeovers. The services are at no cost to participants.

Kristy O'Brian of 100.7 WLEV will be on hand From 12pm-2pm, to get her own makeover. There will also be a raffle drawing open to anyone 18 and over. Participants will each receive a goody bag of items from The Style Network and RCN.

"We think this is a fun way to draw attention to the fact that RCN now offers Style. RCN's newest network addition can be seen on Channel 151 as part of our DigitalVision cable package," said Randy Schwartzman, Director of Sales and Marketing, RCN of Pennsylvania. "We are trying to get as many people pre-registered as possible. Forms are available at the RCN Retail Center at the Lehigh Valley Mall or by calling 610-419-2641."

The Style Network is television's top destination for women with a passion for relatable and inspiring lifestyle programming. It is one of the fastest growing cable networks for women and features programming covering fashion, beauty, home, entertainment and weddings.

Specific programs include "Kimora: Life in the Fab Lane," Style's highest rated original series, which takes viewers into Kimora Lee Simmons' compelling life as CEO of a global brand and mom to two precocious little girls; "Dress My Nest," Thom Filicia's hit home makeover series, which transforms neglected living spaces into beautiful, functional rooms that are in-tune with their owner's unique personality; and "Peter Perfect", a new series with celebrity stylist Peter Ishkhans in which Peter helps languishing businesses turn things around with a complete image makeover.

About RCN Corporation

RCN (www.rcn.com) is a broadband, facilities-based competitive telecommunications provider delivering digital television, high-speed data, and voice services primarily to residential and small-medium business customers under the brand names of RCN and RCN Business Services, respectively. In addition, RCN also delivers on-net fiber-based high-capacity data transport and voice services to large commercial customers, primarily enterprises and carriers. This commercial business unit operates under the name RCN Metro Optical Networks and targets metropolitan central business districts. RCN constructs, operates, and manages its own networks primarily in the Northeast and Mid-Atlantic states and the Chicago area. The main metro and suburban areas where it operates include: Washington, D.C., Philadelphia and Lehigh Valley, New York City, Boston, and Chicago. (RCNI-G)

About RCN PA

RCN currently serves the following franchised communities of Alburtis, Allen Township, Allentown City, Bangor Borough, Bath Borough, Bethlehem City, Bethlehem Township, Bethlehem Township (Easton), Bushkill Township, Catasauqua Borough, Chapman Borough, Coopersburg, Coplay Borough, East Allen Township, East Bangor Borough, Easton City, Forks Township, Emmaus Borough, Fountain Hill Borough, Freemansburg Borough, Glendon Borough, Hanover Township (Lehigh County) & (Northampton County), Heidelberg Township, Hellertown Borough, Lehigh Township, Lower Macungie Township, Lower Nazareth Township, Lower Saucon Township, Lowhill Township, Macungie Borough, Moore Township, Nazareth Borough, North Catasauqua Borough, North Whitehall Township, Northampton Borough, Palmer Township, Pen Argyl Borough, Plainfield Township, Reiglesville, Roseto Borough, Salisbury Township, Slatington Borough, South Whitehall Township, Stockertown

Borough, Tatamy Borough, Upper Macungie Township, Upper Nazareth Township, Upper Saucon Township, Walnutport, Washington Township, West Easton Borough, Whitehall Township, Williams Township, Wilson Borough, Wind Gap Borough. RCN in Philadelphia serves the communities of Folcroft, Ridley Township, Sharon Hill, Eddystone, Norwood, Prospect Park, Collingdale, Colwyn, Glenolden, Ridley Park, Upper Darby, Tinicum, Morton, Rutledge, Millbourne, Darby Borough, Darby Township, Clifton Heights, East Lansdowne, Yeadon, and Lansdowne.

SOURCE: RCN Corporation

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