



## **RCN's Senior VP Richard Ramlall Recognized as CableFAX: The Magazine's 2009 Top 100 Most Influential Minorities in Cable**

### **RCN Also Receives Excellence in Multi-cultural Marketing Award From National Association for Multi-ethnicity in Communications**

HERNDON, VA, Oct 29, 2009 (MARKETWIRE via COMTEX News Network) -- RCN Corporation announced today that RCN Strategic External Affairs & Programming Senior Vice President Richard Ramlall received double recognition at the joint NAMIC/CableFAX awards ceremony held on October 27th at the 23rd Annual NAMIC Conference in Denver, Colorado.

Ramlall was recognized at the NAMIC conference for being one of CableFAX: The Magazine's 2009 Most Influential Minorities in Cable. In citing his achievements, CableFAX magazine said, "Few executives are as well known and lauded as Ramlall, whose reputation as a workhorse and expert multitasker are legendary. It's no wonder then that tiny RCN has been able to compete so effectively against some of the largest MSOs and DBS providers."

RCN, under Ramlall's leadership, also won a national second place winner award for case studies/campaigns by the National Association for Multi-ethnicity In Communications (NAMIC) in its 2009 Excellence in Multi-cultural Marketing Awards (EMMA) competition that showcases top marketing tactics and case studies/campaigns targeted to multi-cultural audiences.

RCN (NASDAQ: RCNI) is a leading provider of all-digital and high definition video, high-speed internet, and premium voice services to residential and small-medium business customers, as well as high-capacity transport services to carrier and large enterprise customers.

"We are honored to be recognized by NAMIC for our Global Passport case study/campaign in which we developed a more robust international lineup than our competitors and aggressively marketed and promoted it directly to the targeted multi-ethnic communities that we serve," said RCN President & CEO Peter Aquino. "I also congratulate Richard Ramlall for being recognized by CableFAX as one of the 2009 most influential minorities."

Recognizing the cable industry's commitment to developing strategic and innovative approaches to ethnic-targeted marketing, while maintaining an exceptional level of creativity, the competition is comprised of two award categories: marketing tactics and case studies/campaigns. Entries in each category are judged within two divisions: cable companies/distributors and networks/industry suppliers.

Campaigns developed for the cable and telecommunications industry targeting the African American, Asian, Hispanic or other ethnic markets were evaluated on sound and innovative strategy, strength of creative execution against the strategy and tactics, implementation and results. Deviating from the traditional "best of" competition method, each entry was judged against a standard of excellence and not against other entrants.

"Our switch to an all-digital network enabled us to focus on customer demand for international and multi-cultural programming," noted Ramlall. "RCN now has more than 500 international choices, including 80 linear channels, covering 14 different language groups, surpassing many other competitor offerings today."

#### About RCN Corporation

RCN Corporation (NASDAQ: RCNI), [www.rcn.com](http://www.rcn.com), is a competitive broadband services provider delivering all-digital and high definition video, high-speed internet and premium voice services to residential and small-medium business customers under the brand names of RCN and RCN Business Services, respectively. In addition, through its RCN Metro Optical Networks business unit, RCN delivers fiber-based high-capacity data transport services to large commercial customers, primarily large enterprises and carriers, targeting the metropolitan central business districts in the company's geographic markets. RCN's primary service areas include Washington, D.C., Philadelphia, Lehigh Valley (PA), New York City, Boston and Chicago. (RCNI-G)

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