



MADISON TO PROVIDE LIVE EXTRA OLYMPIC COVERAGE

FOR IMMEDIATE PUBLICATION
Contact: Linda Prante, 800-422-4848

Date: July 16, 2012
Contact Email: lprante@madisontelco.com

Madison Communications, local cable television, high speed Internet, and phone service provider, with headquarters in Staunton, IL, will be offering over 3500+ hours of live extra 2012 Olympic Game coverage through their new TV Everywhere platform. With the London games set to commence July 25th, this offering gives Madison cable subscribers access to live, on-demand access across multiple digital platforms, including tablets, smartphone, and laptops!

To take advantage of this extra coverage, Madison cable subscribers must first register for their free TV Everywhere account using their Madison cable member number. Customers may access the registration site through Madison's home page located at www.gomadison.com. Once registered, customers receive a verification email with a link to the TV Everywhere interface from which they can link directly to NBC Universal's Live Extra Olympic site. First time visitors to the site will then need to select "Click Here & Get Ready", then choose "Madison Communications" from the cable provider drop-down menu to register for the special Live Extra content.

Subscribers who sign in and verify by Friday, July 27th will be eligible to win prizes, including a trip to the US Olympic Training Center in Colorado Springs, an HDTV, and other prizes. In addition, customers will be able to download the Live Extra App for viewing from a table or smartphone. Once registered through Madison's TV Everywhere platform and the NBC Universal Olympics Live Extra site, subscribers need only sign-in thereafter.

The 2012 London Olympic Summer Games will run through August 12, with full coverage across every sport available 24-hours a day throughout the 19-day time period. For cable only subscribers, Madison will have television broadcast coverage on Madison Channel 5 (NBC), Channel 37 (CNBC), Channel 41 (MSNBC), Channel 61 (Bravo), and HD Channels 705 (NBC-HD), 741 (CNBC-HD, and 757 (Bravo-HD).

Questions regarding Madison's Olympic coverage or access to the new TV Everywhere platform may be directed to Madison's business office Monday through Saturday, 8:00 a.m. to 5:00 p.m., by dialing 1-800-422-4848.