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Contact: Alex Horwitz
(703) 480-4916

Cox Communications and the NetSmartz Workshop Team Up with Fairfax County Public Schools to Teach Students Importance of Internet Safety

*Kickoff event to be held for 400 Shrevewood Elementary School
Students in Falls Church*

(Herndon, VA) – Cox Communications Northern Virginia, the NetSmartz Workshop and Fairfax County Public Schools have announced a county-wide Internet safety initiative to help protect children and teens from the dangers of the Internet. The NetSmartz Workshop, an interactive, educational resource from the National Center for Missing & Exploited Children (NCMEC) and Boys & Girls Clubs of America, will ultimately be implemented in all Fairfax County elementary, middle, and high schools to teach the importance of Internet safety.

The kick-off event will feature a workshop at Shrevewood Elementary School in Falls Church on September 14, where 400 students' grades 1-4 will learn firsthand rules for online safety. NetSmartz's animated spokesrobot, Clicky, will teach kids how to surf the Internet more safely at the event. After the workshop, students will sign the NetSmartz Internet safety pledge promising to use the web responsibly.

Local elected officials, including Maribeth Luftglas, chief technology officer of Fairfax County Public Schools; Rick Minicucci, NetSmartz president, and Cox Vice President and Region Manager Gary McCollum will attend the workshop.

"In today's information age, we must be vigilant to protect our children," said Courtney Bulger, director of business and industry relations at Fairfax County Public Schools. "Cox Communications and NetSmartz are giving Fairfax County Public Schools a wonderful opportunity to demonstrate responsible Internet safety through this partnership."

"We are very excited that children and teens in Fairfax County will learn Internet safety from NetSmartz," said Rick Minicucci, president of the NetSmartz Workshop. "Children who have used our program have reported a positive change in their online behavior and an increased awareness of the dangers that exist. We appreciate Cox for making this program available to Fairfax County."

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Cox/NetSmartz Partnership

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A national survey commissioned by Cox Communications and NCMEC revealed that more than half of parents and guardians in the United States either do not have — or do not know if they have — software on their computers that monitors where their kids surf and with whom they interact.

“Now more than ever, our children’s safety on the Internet is increasingly in jeopardy, so we must play a larger role in their lives to ensure their well-being,” said Cox’s Gary McCollum. “This program aligns with Cox’s core values, which support youth and education in our community.”

This partnership complements Cox’s nationwide *Take Charge!* (www.cox.com/TakeCharge) initiative, which helps parents take control of what their children view on television and the Internet. Launched in late 2004, this high-profile program leverages John Walsh, host of “America’s Most Wanted” and co-founder of NCMEC. Cox has donated \$3.3 million worth of Public-Service Announcement airtime to NetSmartz and nearly \$900,000 to NCMEC.

About Cox Communications (www.cox.com/fairfax)

Cox Communications, Inc., a Fortune 500 company, is a multi-service broadband communications company with approximately 6.7 million total customers, including approximately 6.3 million basic cable subscribers. The nation's third-largest cable television provider, Cox offers analog cable television under the Cox Cable brand as well as digital video service under the Cox Digital Cable brand, featuring advanced services including digital video recording, high-definition television and video-on-demand. Cox provides an array of other communications services including local and long-distance telephone under the Cox Digital Telephone brand, high-speed Internet service under the Cox High Speed Internet brand, and home networking. Commercial voice and data services are offered via Cox Business Services. Local cable advertising, promotional opportunities and production services are sold under the Cox Media brand. Cox is an investor in programming services including Discovery Communications Inc. Cox Communications is a wholly-owned subsidiary of Cox Enterprises Inc.

About the NetSmartz Workshop™

The NetSmartz Workshop is an interactive, educational safety resource from the National Center for Missing & Exploited Children® (NCMEC) and Boys & Girls Clubs of America (BGCA) that uses age-appropriate, 3-D activities to teach children and teens how to be safer when using the Internet. NetSmartz uses the latest technology to create high-impact educational activities that are well received by even the most tech-savvy kids of any age group. The NetSmartz Workshop content is available at no charge to the public at www.NetSmartz.org and www.NetSmartzKids.org.