

IS YOUR BANDWIDTH KEEPING UP WITH YOUR BUSINESS?

As a Time Warner Cable Business Class customer, you already enjoy the many benefits of high-speed Internet service. But did you know that our bandwidth options allow you to do even more online? They give small business owners flexibility—during business peaks you can launch more Internet applications and stay better connected to customers, suppliers and employees with no slowdowns.

For example, more demand for your company's products and services can generate additional traffic to your Web site, and more e-mail inquiries. Additionally, bandwidth-intensive features such as streaming video and more sophisticated graphics require higher connection speeds.

If your business is on the move, now is the perfect time to consider upgrading your bandwidth. Our Internet solutions offer:

- Scalable, flexible broadband and fiber-based options for your business, with speeds up to 10 Gbps
- High-speed Internet access over Time Warner Cable's robust, wholly-owned and reliable network
- Customized connection services tailored to your specific needs

Plus, you get dedicated, local account and technical support teams.

Keep your business moving with increased bandwidth—visit <http://www.twcbc.com> for more information.

Introducing BUSINESS CLASS PHONE— a better CHOICE

New Business Class Phone from Time Warner Cable is a crystal-clear phone service from the same company you already trust for reliable Internet, cable TV and managed security.

Business Class Phone offers important business features and unlimited local, intrastate and long-distance calling within the U.S., Canada and Puerto Rico for one flat rate, at terrific savings. No new equipment is required, and you can keep your existing telephone numbers. Plus, all of your existing services will appear on one bill. All this, in addition to our local, dedicated support, makes Business Class Phone a great CHOICE for your business.

To find out if Business Class Phone is available in your area, call your Time Warner Cable Business Class customer service representative today, or visit <http://www.twcbc.com/bcphone>.

Business Class Phone does not include back-up power and should there be a power outage, Business Class Phone, including the ability to access 911 services, will not be available. Additional charges apply for taxes, fees, Directory Assistance, Operator Services and calls to International locations. Offer valid for business customers in Business Class Phone serviceable areas.

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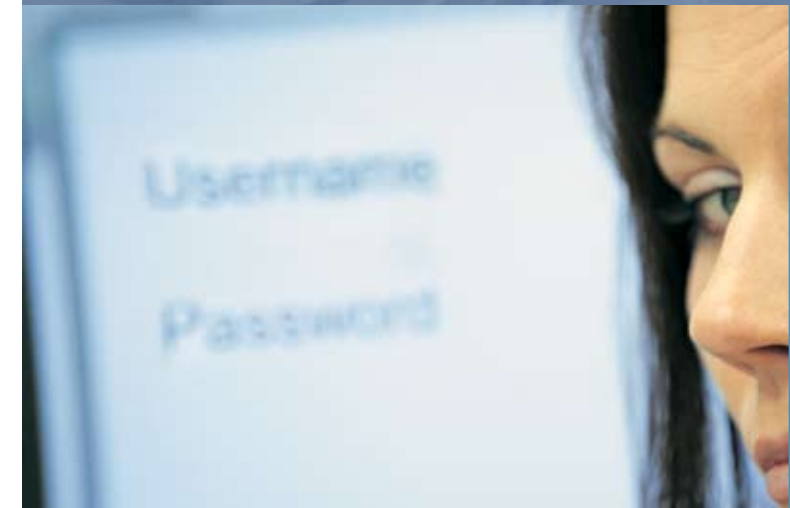
Have a question about your Time Warner Cable
Business Class account?

Call 1-866-228-0315
Or visit www.twcbc.com

BUSINESS|CONNECTIONS

A NEWSLETTER EXCLUSIVELY FOR TIME WARNER CABLE BUSINESS CLASS CUSTOMERS

Summer 2007



STOP DATA SECURITY DISASTERS BEFORE THEY HAPPEN

A chemist goes to work for a competitor—taking 23,000 files of product formulas with him.¹ In the same year, over 40 million credit card numbers are stolen from a chain of retail stores because of inadequate data encryption.²

Real stories like these are in the news often, as more data and transactions are digitized, and businesses become more interconnected—to home offices, partners, and the Internet.

“Organizations are beginning to see that as they become more interactive, data security needs to be integrated,” says John Martin, a security leader at IBM, “...and they're finding out that there are solutions and services that put in place protective measures that reduce the likelihood of compromises.”³

With civil penalties that have the potential to bankrupt a small operation and to drive away customers, owners must take a proactive approach toward protecting their customers' private information:

- Know where your data is and where it goes—rather than issuing top-down security policies, start from the ground up by looking closely at specific employee tasks, Internet use, and how external devices are used.
- Store minimal customer data to reduce the amount of information that can be compromised in the event of a security breach.
- Carefully monitor network activity and invest in a robust security software program that includes strict access controls.

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TIME WARNER CABLE
Business Class

WEB HOSTING:

Six Must-Have Features

Having round-the-clock IT resources for your Web site's maintenance, security, and tracking is something not all small businesses can afford. But who you choose to mind the store—the provider who hosts your Web site—can affect the reliability and Web presence your online customers experience.

Ted Chamberlin, a Web hosting specialist with the Gartner Group, an IT research and advisory firm, understands that there is a temptation to “do it yourself,” or to choose the cheapest outside Web hosting provider.

Think ahead

“When you're a small business, you tend to think small. But with hosting you want to think three to five years ahead of the curve, about how you're going to grow,” Chamberlin says.¹

He recommends asking Web hosting providers about their services and whether they can scale with your company's changing needs. The six criteria that distinguish a high-quality Web host include:

- Scalability to your business needs
- Live tech support, 24 hours a day
- A robust infrastructure to support the service
- Site tracking: tallying and reporting on visits
- Control over site edits and access to a user-friendly interface
- Powerful network security features

Time Warner Cable Business Class offers these features and more with a range of Web hosting options—basic plans for simple Web sites to plans with advanced e-commerce features or high-traffic commercial sites. Customers also receive live, local support, design templates, and unlimited, secure access to site maintenance—all on Time Warner Cable's robust network.

Visit us at <http://www.twcbc.com> to learn how we can set up a customized solution for your specific Internet strategy.

¹ Stuart, Anne, “The Perfect Host,” Inc.com, 2004.



STOP DATA SECURITY DISASTERS BEFORE THEY HAPPEN

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- Safeguard data sent over the Internet with firewalls, virtual private networks (VPNs), encryption browser software, and configuration controls.
- Use maximum anti-virus software and check frequently for updates. Keep PCs protected against system vulnerabilities by using fixes periodically supplied by the PC manufacturer or security software provider.

Preventing data disasters does not require more IT expertise. Time Warner Cable Business Class Managed Security Solutions can protect you with online firewall reports, VPNs to safeguard data sent over the Internet, online configuration, maintenance (including updates and patches), plus other advanced options such as security monitoring and periodic vulnerability assessments.

Your business assets will be safe, secure—and ready to meet today's security challenges.

Visit <http://www.twcbc.com> today to learn more.

¹ iNews.com.au, March 12, 2007.
² Jewel, Mark. “TJX thieves had time to steal,” Associated Press, April 13, 2007.
³ Bland, Vikki. “Security SOS,” NZ Management, 2007.



Writing E-mail Copy That Sells

Think about the last e-mail offer you actually opened—what piqued your interest?

Most people delete marketing e-mails that squeeze by spam filters, but a well-crafted message still gets opened. You can boost your “open” rate using some of these basic direct mail copywriting principles:

Create a killer subject line in 50 characters or less.

Grab attention by stating a specific benefit or showing how you can solve a problem. Avoid using *I* or *our*. Instead, use words like *For You*, *You'll Receive*, and *Private Invitation* which focus on benefits for the customer as opposed to your business.

Choose words that are emotional rather than intellectual.

Fear, desire, sympathy and exclusivity are triggers that inspire readers to act. Would you want a product with a *label*, or with an *emblem*? Would you like to *obtain*, or *achieve*? Usually this means simply choosing a more personal, direct word: *own* instead of *possess*, or *funny* instead of *humorous*. Every word matters.

For example, an online publisher reported a 17% increase in page views when the e-mail subject line *Readers' Choice of 12 Must-Read Articles From Past Issues* was changed to read “recent” issues instead of “past” issues—it sounded more timely.¹

Cut surplus words—they lessen the impact of your message.

For example, the question: *Are you the type who prefers to text message?* can be changed to *Do you like to text message?*

Want to know more about how e-mail can help grow your business? Time Warner Cable Business Class offers a range of e-mail options that include features such as remote access, domain name addresses, managed security and 24/7 customer support to meet the needs of your business. Find out more by visiting us at <http://www.twcbc.com>.

¹ Sterne, Jim. “In Praise of E-mail,” Inc.com, 2000.



THE LIST: A Snapshot of Current Statistics and Trends

Percentage of small business owners who think a formal data security plan is not necessary **57%**

Percentage of customers whose trust in a company would increase if they knew how the company handled their personal data **48%**

Average number of months before an identity theft victim notices the crime **14**

Estimated cost per customer for a company to re-secure information, manage legal issues, and restore trust if customer data is compromised **\$182**

Sources:

^{1, 2} Inset National Federation of Independent Business, U.S. Newswire, 2007.
³ Kirwan, Mary. “Few Winners on the Security Front,” *Toronto Globe and Mail*, February 19, 2007.
⁴ “Mistakes to the Maxx,” *Information Security Magazine*, 2007.

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65%
Percentage of computers containing sensitive data that are accessible via the Internet

WIN A GARMIN nüvi® 680 PERSONAL TRAVEL ASSISTANT!

We want to know what you think about *Business Connections*. As a reward for giving us your opinion, we will enter you in a drawing for a Garmin nüvi 680 Personal Travel Assistant—a pocket-sized gem that provides localized information, offers GPS navigation and also serves as a hands-free phone. Just visit news.twcbc.com and take our survey.

Congratulations to Dave Gruver of Wadsworth Ford in Wadsworth, Ohio! Dave is the lucky winner of a 50" Panasonic® HD plasma TV from our giveaway in the Winter 2007 issue of *Business Connections*.

Says Mr. Gruver, “I have long been a user of Time Warner Cable and Road Runner, both at home and at work. And I certainly see that relationship continuing far into the future.”



No purchase necessary to enter or win. Time Warner Cable Business Class Summer 2007 Sweepstakes is open to U.S. residents who are 21 years of age or older and are customers of Time Warner Cable Business Class as of 7/18/07. Sweepstakes ends on 9/30/07. Official rules are available at news.twcbc.com.