



Cox Greater Louisiana  
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 cox.com/greaterlouisiana

January 26, 2011

VIA CERTIFIED MAIL  
 RETURN RECEIPT REQUESTED

The Honorable Shelton S. "Mac" Watts  
 Mayor, City of Central  
 13421 Hooper Road, Suite 8  
 Central, LA 70818

Dear Mayor Watts:

In our continuing effort to keep you informed, Cox Communications would like to let you know, in advance, that effective on or about March 1, 2011 the following video price changes will occur:

Video – Monthly Charges	From:	To:
Cox TV Starter	\$15.55	\$19.55
Cox TV Essential	\$52.99	\$56.99
Cox Advanced TV	\$8.99	\$6.99
Cox Advanced TV + 1 Pak	\$11.99	\$10.99
Cox Advanced TV + 2 Paks	\$14.99	\$14.99
Cox Advanced TV + 3 Paks	\$17.99	\$18.99
Cox Advanced TV + 4 Paks	\$20.99	\$22.99
Premium 1 Pay (HBO, Cinemax, Showtime, or Starz)	\$13.99	\$14.99
Premium 2 Pay (HBO, Cinemax, Showtime, or Starz)	\$22.99	\$24.99
Premium 3 Pay (HBO, Cinemax, Showtime, or Starz)	\$29.99	\$33.99
Premium 4 Pay (HBO, Cinemax, Showtime, & Starz)	\$35.99	\$39.99
DVR Service	\$11.99	\$9.99
HD & HD/DVR Receiver	\$5.25	\$7.25
El Mix	\$44.99	\$46.99
Video One Time Charges	From:	To:
Self-Install (TV or Advanced TV)	\$4.99	\$0.00
Existing Drop (TV)	\$29.70	\$29.99
Existing Drop (Advanced TV)	\$29.70	\$29.99
New Drop (additional fee)	\$24.25	\$30.00
New Drop (TV)	\$53.95	\$59.99
New Drop (Advanced TV)	\$53.95	\$59.99
Service Call	\$46.95	\$51.25

As you know from your role in local government, raising rates is always a difficult decision. However, as a private business, Cox has to constantly be mindful of the costs we incur to remain viable and has done everything possible to absorb costs outside of our control.

While we've done everything possible to absorb as much of the costs as we can, programming costs continue to rise as much as 10 percent each year, which is much higher than the rate



In harmony with the Cox Conserves eco-friendly program, we are proud to print on Forest Stewardship Council-certified paper.

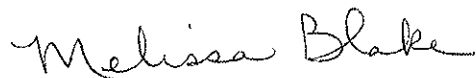
increase our customers will experience. The increase will be less than \$10 per month for nearly 80 percent of our customers; the average monthly increase will be \$6.47.

Cox invests annually in its infrastructure and continues to deliver the nation's best video, telephone and Internet services to urban and rural areas. We will continue to increase our HD offerings and will reach 100 HD channels this year. Our OnDemand library has more than 5,000 hours of rich entertainment offerings and we will add more 3D content as it becomes available. Additionally, whole-home DVR and the ability to program your DVR remotely is slated to launch this year.

**Discount for Low Income Seniors** – Cox will continue its partnership with regional Councils on Aging to offer a discount for low-income seniors on Basic cable. We understand that price increases are difficult for some seniors. While we are advancing our services to meet the demands of the masses, we are very proud to keep our loyal senior customers in mind; therefore we have increased our senior discount from 20% to 25%.

Our continuing commitment is to offer the best products with the highest level of service and reliability to our customers. We are proud to be a contributing member of your community. If you have any questions regarding these changes, or if I can help you in any other way, please do not hesitate to contact me at (225) 237-5140. Please distribute copies of this letter to your council members.

Sincerely,

A handwritten signature in cursive script that reads "Melissa Blake".

Melissa Blake  
Director of Governmental Affairs  
Cox Louisiana