



FOR IMMEDIATE RELEASE

### **Cox Communications launches Casero Personal Media Suite**

**Toronto, September 8, 2008** –Casero Inc., a leader in white-label personal media management solutions for broadband service providers, announced today that Cox Communications has launched Media Store and Share, based on the Casero Personal Media Suite, in select markets.

This product launch allows Cox to add significant value to their premium subscriber packages, driving more upgrade opportunity and providing Cox High Speed Internet customers with an innovative way to back-up, restore and share their personal digital assets like photos, videos and documents.

“Our customers have told us that just storing their content was not enough. We needed a solution to provide sharing and storage together in an easy to use application,” says Seth Hogan, Vice President of Data Product Management for Cox. “Casero is a leader in providing an integrated personal media solution for companies like Cox, and we are very excited about launching this service to our high-speed Internet customers.”

As the third-largest cable provider in the nation, Cox Communications is noted for its high-capacity, reliable broadband delivery network and superior customer care.

Cox selected Casero after a stringent and detailed due diligence process based on a number of factors including: its extensive experience with broadband service providers as a white label personal media management solution, proven scalability, a rich feature set, and the ability to support Cox’s existing systems including Federated Single Sign-On for a unified customer experience.

“We think that backing up and sharing personal media is a natural yet critical service offering for broadband Internet providers,” says Chairman and CEO at Casero, Paul Atkinson. “Cox Communications is a great partner that shares our vision of how Carriers need to evolve to remain leaders in their markets.”

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With the implementation of the Casero Personal Media Suite, Cox will include 5GB of space for its Premium and Preferred high-speed Internet customers, (enough for approximately 5000 photos, 1000 songs or six full-length movies), customized file sharing, automatic scheduling of content backup, access to their online files from any computer connected to the Internet.

**About Casero:**

Based in Toronto, Casero Inc. is a privately held software company that delivers white-label solutions to telecommunications service providers and MSOs, allowing them to deploy branded, value-add services to their consumers. Casero's flagship product, the Casero Personal Media Suite, allows subscribers to store, organize and share their precious memories and personal data. Current customers include BT, Bell Canada, Sky and others. For more on Casero, please visit [www.casero.com](http://www.casero.com).

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