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Monday, MAR 30, 2009

## Entertainment

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### RCN executive visits ABS-CBN offices in Manila

REDWOOD CITY, CA, February 6, 2009 – ABS-CBN International announced today that Richard Ramlall, RCN's senior vice president for strategic and external affairs, visited recently the ABS-CBN Broadcasting Network and Global offices in Manila, Philippines where he met with top company officials and toured the studios.



ABS-CBN President Charo Santos-Concio shows appreciation for the Obama-headlined broadsheets from RCN SVP Richard Ramlall.

In his meeting with Charo Santos-Concio, president of ABS-CBN Broadcasting Network which is the largest media company in the Philippines, Ramlall discussed the continued growth of ABS-CBN's The Filipino Channel (TFC) subscribers on RCN. He pointed at the high take-up rate for its Filipino bundle which has fared much better than other international channels like HBO. With the planned orientation that ABS-CBN Global will soon provide to RCN call center agents, he forecasts that the number of TFC subscribers on RCN will triple within the year.

Ramlall also presented Santos-Concio with U.S. broadsheets that carried the historic pre- to post-oath-taking stories of new U.S. President Barack Obama. An appreciative Santos-Concio revealed that she "admired President Obama. He serves as an inspiration not only to the Americans but also to other nations."

Other highlights of Ramlall's visit included a complete facility tour that took him to studios where popular TFC shows like TV Patrol, Bandila, Deal or No Deal, Pilipinas, Game Ka Na Ba and ASAP '09 are shot. He also met several talents and made special guest appearances in Wowowee and Boy and Kris.

At the special luncheon at Restaurant 9501 in the building's 14th floor, Ramlall watched an audiovisual presentation on ABS-CBN Global's breadth of offerings in service of the Filipino throughout the world. Later, the Global's Creative Communications team shot him on-cam for the on-air promo of RCN's carriage of TFC. A grateful Ramlall thanked everyone at ABS-CBN at the conclusion of his visit.

RCN is a leading provider of all-digital television, high-capacity data, and voice services to residential, business customers and service providers. It carries TFC, the leading 24-hour all-Filipino news and entertainment channel, and recently added Myx, the only music and lifestyle channel dedicated to the Asian-American community. With the partnership of ABS-CBN and RCN, TFC and Myx continue to expand its reach in the U.S. to audiences in Boston, Chicago, Washington DC, New York and Philadelphia.

### About ABS-CBN International

ABS-CBN International is the North America arm of ABS-CBN Global which was established in 1994 to be of service to the Filipino worldwide. With the launch of its flagship brand, The Filipino Channel (TFC), ABS-CBN International became the first and most successful Filipino broadcaster in the United States. Based in the San Francisco Bay Area, it is the largest business subsidiary of ABS-CBN Broadcasting Network, the Philippines' leading broadcasting company.

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