For Immediate Release

"Cable Apprentice" Winners Successfully Tackle Cord Cutting in 4th Annual Colorado Competition

"Vision Forward Video" from University of Denver's Daniels College of Business Captures CTAM of the Rocky Mountains Competition

Wins $1,500, Choice of Four Industry Internships

Highlands Ranch, Colo. – March 17, 2010 – A team of three University of Denver graduate school students from the Daniels College of Business won the fourth annual "Cable Apprentice" competition. Josh Davis, Devaki Jordan, and MacKenzie Roebuck-Walsh (Team: Vision Forward Video) emerged victorious in the fourth annual event held Friday May 5th at the Comcast Media Center in Littleton, Colo.

The Cable & Telecommunications Association for Marketing (CTAM) Rocky Mountains "Cable Apprentice" chapter event has become a staple in the educational mission for members of the chapter and its contribution in furthering the business of cable through this fun, and extraordinarily entertaining educational event.

The winning team splits the grand prize of $1,500 and Davis, Jordan, and Roebuck-Walsh may each select one paid internship from amongst four positions donated by Denver-area cable industry establishments (alphabetically);

Sand Cherry Associates,
Starz Entertainment (two), and
Time Warner Cable – National Division

(L-R) Char Beales (Judge - CTAM), MacKenzie Roebuck-Walsh, Sam Howe (Judge - Time Warner Cable), Josh Davis, Rich Cronin (Host) Devaki Jordan, Ed Huguez (Judge – Starz Entertainment, Celebrate Team: Vision Forward Video's 2010 Cable Apprentice Win

The 2010 "Cable Apprentice" competition offered a deep examination into the challenges, risks, and opportunities posed by the much-hyped "cord cutting" of consumers disconnecting their cable service for broadband-only services.

The two "Cable Apprentice" final teams were evaluated publicly after detailed presentations and question and answer sessions. Each team was critiqued on various attributes by the board of celebrity judges from the cable industry including (alphabetically by last name): Char Beales (CTAM National), Sam Howe (Time Warner Cable), and Ed Huguez (Starz Entertainment). Longtime cable industry executive Rich Cronin was the master of ceremonies and host for the event.

Unlike past competitions, this year's Cable Apprentice winning team was determined by live text voting from those in attendance at the Comcast Media Center and the more than 1,000 attendees across the United States and Canada watching online as part of the CTAM National Teleseminar.

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"With an audience viewing from all over North America, we had two extraordinary teams of talented young individuals tackle some very heady and topical subjects at The Cable Apprentice," said Matt Moyer, president of the board of directors for CTAM of the Rocky Mountains. For this task, separating fact from fiction, myth from reality, and offering keen research-based insights was the key to success and winning the competition. The mix of education, entertainment, and passion of the competitors to win the competition and jump-start their cable careers is what makes the Cable Apprentice competition for students so unique and special year-in and year-out."

"The Cable Apprentice" was conceived as an educational event by CTAM of the Rocky Mountains in 2006-2007 for its members. "The Cable Apprentice" leverages the great talent from the existing education base in the Greater Denver/Front Range with the wide collection of cable operators, programmers, consultants and vendors in the region. The CTAM of the Rocky Mountains chapter has received numerous awards from CTAM for the creation and execution of the annual "Cable Apprentice" event.

CTAM of the Rocky Mountains is one of 15 CTAM chapters in the United States, Canada and Europe and is open to individuals involved in the marketing or management of the cable television industry, including cable companies, programmers, and suppliers of equipment and services to the cable television industry.

CTAM of the Rocky Mountains organizes a variety of educational and social events throughout the year, offering all CTAMRM members discounted admission. Our educational events feature high-level executives addressing a wide range of relevant topics, while our social gatherings offer unique networking opportunities in a variety of settings, http://www.ctamrm.com.

Note: "The Cable Apprentice" competition is only loosely-based conceptually on the NBC television program "The Apprentice" and is in no way affiliated with "The Apprentice," NBC, or NBC Universal.

Additional photos available upon request.

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