



For Immediate Release

CTAM of the Rocky Mountains Crowns Third Annual “The Cable Apprentice” Winners

University of Denver’s “Team Millennial Consulting” Captures Cable Industry Internships, \$1,500 Prize at CTAM of the Rocky Mountains Educational Event

Highlands Ranch, Colo. – March 13, 2009 - The Cable & Telecommunications Association for Marketing (CTAM) Rocky Mountains chapter recently named University of Denver graduate students Sohail Aslamy, Austin Braaten and Kyle Ewing (Team: Millennial Consulting) the winners of the third annual “The Cable Apprentice” competition held this past Friday at the Comcast Media Center in Littleton, Colo.

Each member of the winning team may select one paid internship from four positions donated by the following Denver-area cable industry establishments; Charter Communications, Sand Cherry Associates, and Starz Entertainment (two). In addition, Aslamy, Braaten and Ewing will split the grand prize of \$1,500.

The 2009 “The Cable Apprentice” competition identified three teams comprised of graduate level students from the University of Denver (DU). The mission was to devise research and analysis strategies that would assist Comcast Colorado’s SVP, Scott Binder, optimize sales and marketing for the increasingly important millennial segment in the marketplace.

Each team was evaluated and scored on a 15-minute presentation and a five-minute question and answer session. A cable industry celebrity panel made up of Char Beales (CTAM National), Scott Binder (Comcast Colorado), Tom Feige (Time Warner Cable – National Division), and Steve Raymond (ESPN) rated each team on a number of categories and attributes. The event was hosted by veteran cable industry journalist, Paul Maxwell, CEO of Media Business Corporation and columnist for CableFAX Daily.

“The competition to be the winning ‘The Cable Apprentice’ team was the stiffest ever this year and the event just keeps growing thanks to the work of so many hard-working volunteers and very talented DU students,” said Maria Rothschild, president of the board for CTAM of the Rocky Mountains. “This regional industry event is a unique combination of education, networking with the best and the brightest in the business, and a means for identifying future talent for the business of cable.”

“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 educational base in the Greater Denver/Front Range with the wide collection of cable operators, programmers, consultants and vendors in the region. In 2007, CTAM of the Rocky Mountains received the “Chapter Innovator” award from CTAM for the creation of “The Cable Apprentice” event.



(L-R) Paul Maxwell (Master of Ceremonies), Sohail Aslamy, Austin Braaten, Kyle Ewing, and Denise Horton (Team Mentor) Celebrate “Team: Millennial Consulting’s” Victory, \$1,500 Grand Prize in 3rd Annual “The Cable Apprentice”

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CTAM of the Rocky Mountains (CTAMRM) is an extension of CTAM 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. CTAMRM organizes a variety of educational and social events throughout the year, offering its 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.ctamm.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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