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WILLIAM H. ROEDY NAMED TO CABLE HALL OF FAME CLASS OF 2015

DENVER, February 3, 2015 – The Cable Center announced that William H. Roedy, Global Health Ambassador and former Chairman and chief executive officer of MTV Networks International (MTVNI), has been named to its Cable Hall of Fame Class of 2015. Roedy will be inducted, along with five other honorees, during the 18th annual Cable Hall of Fame Celebration, held in conjunction with the National Cable & Telecommunications Association's (NCTA) Internet and Television Expo (INTX), May 5-7, 2015, in Chicago, IL.

At MTVNI, Roedy and his team built a global operation of 200 channels and 20 brands, including MTV, Nickelodeon and Comedy Central, in 200 countries, reaching a potential audience of two billion people. Prior to joining MTVNI, Roedy was a vice President for HBO for 10 years. Previously, he was a career officer in the U.S. Army where he qualified as Airborne and Army Ranger and was a decorated combat veteran in Vietnam. He also commanded nuclear missile bases in Italy as part of NATO during the Cold War.

Throughout his life, Roedy has been active in a wide range of corporate social responsibilities' issues, most notably global health. He has served as a UN Ambassador, the first Envoy for Global Alliance for Vaccinations and Immunization's (GAVI), as well as Chairman for MTV Staying Alive Foundation, Global Business Coalition (GBC), and Global Media AIDS Initiative (GMAI). He also serves on the Boards of amFAR, Hawn Foundation, Global Health Corps (GHC) and Fitzmi. Additionally, he has addressed the UN General Assembly on the HIV/AIDS pandemic numerous times. Roedy has received a myriad of awards, including: an Emmy Founders Award, UN Global Citizen of the Year, amFAR Award of Courage, DOW Leadership, two honorary doctorates, and the Business Leadership Award from former President Bill Clinton. His educational roles include board membership with Westminster College and the American School in London (ASL), and advisory board roles with Baruch College and the Berlin School of Creative Leadership.

"In my personal experience, no one individual has been more instrumental in the development and distribution of cable programming in the international video market than Bill Roedy," said David Van Valkenburg, 2014 Cable Hall of Fame Inductee and former CEO and chief operating officer, TeleWest PLC. "During his career at MTV Networks International, he helped launch, without a doubt, the most channels in such a short time in the history of television and helped to make MTV among the top 10 most recognized consumer brands in the world today."

Roedy is a graduate from the U.S. Military Academy at West Point and Harvard Business School, a member of The Council on Foreign Relations and author of What Makes Business Rock, a CNBC Best Business Book of 2011. He is currently working on a second book on the art of intelligent perseverance. Roedy and his wife, Alex, have four children, Noa, Liam, Rocky, and Tiger.

Since 1998, 108 men and women have been inducted into the Cable Hall of Fame. The 18th annual Cable Hall of Fame Celebration will be held on May 5, 2015 at the Chicago Navy Pier. For more information on the Cable Hall of Fame celebration, visit www.cablehalloffame.com, or call 720-502-7500.

ABOUT THE CABLE CENTER

Based in Denver, Colo., The Cable Center is a nonprofit organization serving the cable telecommunications industry. The Cable Center is the home of the Cable Hall of Fame, recognizing individuals for their outstanding contributions to the industry, and of the Barco Library, the world's largest collection of cable-related information and resources. Visit us at www.cablecenter.org, www.twitter.com/TheCableCenter and www.facebook.com/TheCableCenter for more information.

ABOUT THE CABLE HALL OF FAME CELEBRATION

The industry's best networking event, The Cable Hall of Fame honors those in the cable industry who have made a lasting contribution to the advancement of the industry. The official Cable Hall of Fame hashtag is #cablehof. For more information visit www.cablehalloffame.com or call 720-502-7500.

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