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Cincinnati Bell Kicks Off ‘St. Nick’s Gifts for Kids’ on Nov. 28
Company partners with Q102 and WLWT-TV for unique promotion to benefit Lighthouse Youth Services

CINCINNATI – Nov. 26, 2008 – Cincinnati Bell today announced that it is partnering with local radio station Q102 and television station Channel 5 WLWT to promote “St. Nick’s Gifts for Kids,” a charitable holiday campaign that will benefit [Lighthouse Youth Services](#). The official kickoff will be at [Light Up the Square](#) at Cincinnati’s Fountain Square on Nov. 28. Cincinnati Bell is a presenting sponsor of this year’s tree-lighting festivities.

St. Nick’s Gifts for Kids encourages people to share the holiday spirit by donating gift cards from major retailers such as grocery stores, big-box retailers, and department stores. Representatives from Cincinnati Bell will be accepting gift card donations at Light Up the Square.

“[Cincinnati Bell](#) is excited to be part of the St. Nick’s Gifts for Kids campaign,” said Lisa Sammons, director of advertising for Cincinnati Bell. “Giving back to the communities where we operate and where our customers and employees live is part of Cincinnati Bell’s heritage. If we each contribute a gift card, it will go a long way to helping Lighthouse make the holidays merrier for young people and families in need.”

Sammons encouraged people to attend Light Up the Square on Nov. 28 and drop off a gift-card donation. The festivities for Light Up the Square begin at 6:30 p.m. with a performance by Team Cincinnati, the winner of NBC’s 2007 “Clash of the Choirs.” Also, “St. Nick” will be on hand to keep the crowd entertained and light the 60-foot tree at 7 p.m. Family-friendly activities as well as holiday treats such as cookies, kettle corn, hot chocolate, coffee, and more will be available for people who want to arrive as early as 4:30 p.m.

Lighthouse Youth Services is a multiservice agency providing social services to children, youth, and families in southwestern Ohio. Operating since 1969, Lighthouse is nationally recognized as an innovator in services for families in crisis, for homeless youth and young adults, for youth learning to become self-sufficient, and in foster care for abused or neglected children.

About Cincinnati Bell Inc.

With headquarters in Cincinnati, Ohio, Cincinnati Bell (NYSE: CBB) provides integrated communications solutions—including local, long distance, data, Internet, and wireless services—that help keep residential and business customers in Greater Cincinnati and Dayton connected with each other and with the world.

In addition, businesses ranging in size from start-up companies to large enterprises turn to Cincinnati Bell for efficient, scalable office communications systems as well as complex information technology solutions including data center and managed services.

Cincinnati Bell conducts its operations through three business segments: Wireline, Wireless, and Technology Solutions. For more information, visit www.cincinnati-bell.com.

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