

October 26, 2007



# **GCI and Isuma Productions Announce Formation of Alliance to Develop and Distribute Alaska Native Cable Network**

## **New Network Will Share Stories and Aspirations of Alaska's Native Peoples with All Alaskans**

FAIRBANKS, Alaska, Oct. 26 /PRNewswire-FirstCall/ -- Isuma Productions and GCI (Nasdaq: GNCMA) announced today the formation of an alliance to develop and distribute Alaska Native Television (ANTV), a cable network dedicated to celebrating the rich and diverse heritage of the indigenous peoples of Alaska.

Isuma, which will oversee the management and finances of ANTV, plans to present a wide variety of high-quality programming on the cable network. ANTV programming will include documentary programs on Alaska Native arts and crafts, culture, and history (including interviews with Native elders) as well as live and pre-recorded news, weather, sports, current events, and issue programs focused on the way Natives live in Alaska today. Isuma's ultimate goal is to enable every Native community to contribute to ANTV.

"The Alaska Federation of Natives has supported the concept of an Alaska Native cable network for many years," said Julie Kitka, president of AFN. "The network will not only enable Natives, who live in more than 200 different communities throughout Alaska, to connect and communicate with one another. It will also provide them the opportunity to share their stories and aspirations with all Alaskans."

"A tremendous revival in Native culture and traditions is underway among younger Natives," commented Willie Hensley, chairman of the First Alaskans Institute. "At the same time, First Alaskans and the rest of the Native community are working harder than ever to ensure that the next generation has the education and leadership skills to lead the Native community into the future. ANTV will advance both of these important efforts."

Isuma and GCI hope to launch the first ANTV programming in the second half of 2008. GCI will carry that programming on GCI Channel 1 just as it is carrying live coverage of the AFN Annual Convention this week. Ultimately, ANTV will evolve into a 7 x 24 cable network with its own dedicated cable channel. Isuma also plans to reach out to younger Natives, who can supply YouTube-style video and other unique creative content for ANTV's Internet portal.

"One of the great strengths of Alaska is the crucial role that the Alaska Native community plays in our state's economy, culture, and political life," said Ron Duncan, president and chief executive of GCI. "GCI is working to deploy advanced communications services, including mobile and broadband wireless service, in every rural Alaska community from Adak to Shishmaref to Kaktovik. We are also working to encourage the development of

unique Alaska video content for our cable and Internet operations. ANTV is an excellent fit with these two initiatives, and GCI is proud to be a founding member of the ANTV team."

"Arts and crafts are an integral part of Alaska Native cultures," commented Alice Rogoff, co-founder and chair of the Alaska Native Arts Foundation (ANAF). "ANAF believes that ANTV can lead to greater recognition of that great cultural heritage and help bring more economic opportunity to those in remote villages."

Isuma means "to think" in the Inupiat Eskimo language. Isuma Productions is a not-for-profit Alaska corporation established to (i) produce and acquire high-quality pre-recorded and live video programming on the history, current lives, and aspirations of Alaska's Native peoples and (ii) distribute that programming on Alaska Native Television and through other distribution channels such as the Internet.

GCI is the largest telecommunications company in Alaska. A pioneer in bundled services, GCI provides local, wireless, and long distance telephone, cable television, Internet and data communication services throughout Alaska. More information about the company can be found at <http://www.gci.com>.

SOURCE GCI