

External Statement from Turner Broadcasting System, Inc.
And Interference, Inc.

As we have expressed to Boston public officials and law enforcement, we acknowledge our responsibility for the unconventional marketing tactic that we authorized, and apologize to the citizens of the greater Boston area for any hardship they encountered this week. We understand now that in today's post-September 11 environment, it was reasonable and appropriate for citizens and law enforcement officials to take any perceived threat posed by our light boards very seriously and to respond as they did.

We are reviewing our policies concerning local marketing efforts and strategies to ensure that they are not disruptive or perceived as threatening, and are committed to making any necessary changes to our internal processes to prevent similar incidents in the future.

We will continue to provide our full cooperation to federal, state and local public officials and law enforcement, and we appreciate the timeliness and professionalism they showed in response to legitimate public safety concerns that resulted from our actions.