



NEWS RELEASE  
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## **TiVo Helps Turn the Lights On for Afterschool**

*TiVo and Afterschool Alliance Join Forces to Empower Parents*

September 28, 2006 - The Afterschool Alliance and TiVo Inc., the creator and leader in television services for digital video recorders, today announced a new relationship to support quality afterschool programs and *Lights On Afterschool 2006*.

To reward afterschool programs that are participating in *Lights On Afterschool*, the October 12 national rally for afterschool, TiVo will donate a group of TiVo boxes and six-month subscriptions for each box as special prizes. Winners will be randomly selected from the afterschool programs that register their *Lights On Afterschool* events on the Afterschool Alliance's web site ([www.afterschoolalliance.org](http://www.afterschoolalliance.org)). TiVo will educate its subscribers about *Lights On Afterschool* and the Afterschool Alliance's work to make afterschool programs available to all children and families that need them.

"We are extremely excited about this new partnership," said Afterschool Alliance Executive Director Jodi Grant. "We look forward to working with TiVo to advance afterschool and to educate parents, community leaders and youth about the programs that are available and the tremendous benefits they provide. Through this relationship, TiVo is demonstrating a strong commitment to helping children, families and communities."

Organized by the Afterschool Alliance, this year's *Lights On Afterschool* will include some 7,500 events throughout the nation and at military bases around the world. At these events, a million Americans will urge their leaders to support the afterschool programs that keep children safe, inspire them to learn and help working families. At *Lights On Afterschool* rallies, youth have the opportunity to showcase the skills they learn and talents they develop at their afterschool programs, and to send the message that millions of kids have no place to go each weekday afternoon when the school day ends.

"TiVo is proud to support *Lights On Afterschool 2006*" said Joe Miller, Vice President of Sales and Affiliate Marketing. "We believe in providing parents tools to take TV on their own terms -

- even when they're not around. With TiVo KidZone parents don't ever have to worry about what their kids will be watching on television."

The new TiVo KidZone will enable parents to ensure that their children are watching programs they have pre-approved. It creates an exclusive area within the TiVo service for children to enjoy these selections, while hiding all other content from view. Children will benefit from higher-quality programming choices, and parents will never be surprised by what their children are watching. TiVo KidZone is included at no additional cost as part of the standard TiVo service and is available for new and existing subscribers.

"TiVo KidZone is a wonderful tool for parents," Grant added. "Like afterschool programs, it creates safe spaces for children after the school day ends. TiVo KidZone can help ensure that, when children watch TV, they are accessing quality education programming that supplements what they learn during the school day and in their afterschool programs."

TiVo is also a member of *Afterschool for All: Project 2010*, which includes more than 3,000 individuals and organizations that support of the goal of afterschool for all children and youth.

#### **About the Afterschool Alliance**

*The Afterschool Alliance is a nonprofit public awareness and advocacy organization working to ensure that all children and youth have access to quality afterschool programs by 2010. More information is available at [www.afterschoolalliance.org](http://www.afterschoolalliance.org).*

#### **About TiVo Inc.**

*Founded in 1997, TiVo (NASDAQ: TIVO) pioneered a brand new category of products with the development of the first commercially available digital video recorder (DVR). Sold through leading consumer electronic retailers, TiVo has developed a brand which resonates boldly with consumers as providing a superior television experience. Through agreements with leading satellite and cable providers, TiVo also integrates its full set of DVR service features into the set-top boxes of mass distributors. TiVo's DVR functionality and ease of use, with such features as Season Pass™ recordings and WishList® searches, has elevated its popularity among consumers and has created a whole new way for viewers to watch television. With a continued investment in its patented technologies, TiVo is revolutionizing the way consumers watch and access home entertainment. Rapidly becoming the focal point of the digital living room, TiVo's DVR is at the center of experiencing new forms of content on the TV, such as broadband delivered video, music and photos. With innovative features such as TiVoToGo™ transfers and online scheduling, TiVo is expanding the notion of consumers experiencing "TiVo, TV your way." TiVo is also at the forefront of providing innovative marketing solutions for the television industry, including a unique platform for advertisers and audience measurement research. The company is based in Alviso, Calif.*

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