



VIA COURIER

December 30, 2019

Mr. Rich Fickle, President & CEO
National Cable Television Cooperative, Inc.
11200 Corporate Avenue
Lenexa, KS 66219

Re: ABC's The Live Well Network Rebrand

Dear Mr. Fickle,

We have some exciting news to share about an upgrade we're making to our Live Well Network. On February 17, 2020, the Live Well Network will be rebranded as the **Localish Network** and refreshed with fresh, new lifestyle content that will better serve our audiences and drive more value for our partners.

Localish aims to bring out the good in cities across America: good food, good people, good living. The content, produced by ABC Owned Television Stations, features locally-sourced stories that resonate nationally, many of which are fronted by ABC's next generation of community journalists and reporters.

In an effort to make this transition seamless to your customers, operations and marketing departments, we have identified customer communication touch points that will need to be updated with the Localish logo.

Operations Department:

Replace the Live Well logo with the new Localish logo on Monday, February 17, 2020 at 12:01am in the following:

- Interactive Programming/Channel Guide
 - New call letters should read (please use as many characters as space allows):

		SD	HD
Eastern	<i>(5 characters)</i>	LCESD	LCEHD
	<i>(7 characters)</i>	LCLSESD	LCLSEHD
Central	<i>(5 characters)</i>	LCCSD	LCCHD
	<i>(7 characters)</i>	LCLSCSD	LSLSCHD
Pacific	<i>(5 characters)</i>	LCPSD	LCPHD
	<i>(7 characters)</i>	LCLSPSD	LCLSPHD

- On-Air: Use the Localish and VOD logo where applicable

Marketing Department:

Use the Localish logo for any of the following placements starting Monday, February 17, 2020 at 12:01am.

- Email Newsletters, Direct Mail, Bill Stuffers, etc.

- Online Portals, Websites
- Affiliate Ad Sales Materials
- On-Air Spots, Barker Segments
- Social Media

Logos and marketing materials will soon be available through our Affiliate Zone at www.affiliate.disney.espn.com.

Please contact your Disney and ESPN Media Networks Representative with any questions.

Thank you for your attention to this matter.

Sincerely,



Sean Breen
Senior Vice President

INTRODUCING THE...

abc LOCALISH NETWORK

ABC is rebranding the Live Well Network as the Localish Network, with fresh, new lifestyle content that brings out the good in America's cities – now coming to television!

From the creators that have launched more than 12+ original series with over 200M+ digital and social video views, the Localish Network will feature local stories that transcend city limits.

Good food. Good people. Good living.



Custom produced, premium content



Food, travel, beauty, feel-good, health & wellness



Positive conversation across platforms



LAUNCHING FEBRUARY 17, 2020