



NEWS RELEASE

CenturyLink to demonstrate Prism TV applications on new LG Smart TV products at the 2014 International Consumer Electronics Show

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LAS VEGAS, Jan. 7, 2014 /PRNewswire/ -- CenturyLink, Inc. (NYSE: CTL), a global leader in hosted IT and cloud solutions and provider of data, voice, TV and managed services, will demonstrate its enhanced Prism™ TV app on the next-generation Internet-connected Smart TV products from LG Electronics at the 2014 International Consumer Electronics Show (CES) Jan. 7-10 in Las Vegas. A pilot program will follow later this year.

(Logo: <http://photos.prnewswire.com/prnh/20090602/DA26511LOGO>)

LG's new Smart TVs, unveiled today at CES, are powered by the webOS platform, built with open web technologies and application accelerators such as HTML5, nodeJS, and TV-optimized UI templates, which facilitate rapid development and deployment of premium TV-centric apps. The Smart TV apps developed for webOS can also be deployed quickly to many other operating systems and platforms which support modern browsers.

"The LG Smart TV experience, focused on simple set-up, switching, and discovery, represents the ideal modern TV platform choice for CenturyLink to enable their subscribers to access the Prism™ TV app quickly on a big screen and easily find and watch the TV shows that they want," said Sam Chang, LG Electronics USA senior VP and head of LG Silicon Valley Lab.

As part of the pilot program, CenturyLink plans to deploy its enhanced Prism™ TV app on LG Smart TVs and LG HDMI Sticks, giving its customers the convenience of viewing premium content without the use of a traditional set-top box. CenturyLink recently announced the launch of the **3.0 version** of its app, allowing Prism™ TV customers to access an enhanced offering of live TV channels and video-on-demand (VOD) content inside and outside of the home on iOS, Android and Kindle mobile devices.

"CenturyLink is committed to providing its Prism™ TV customers with seamless, anytime, anywhere programming by expanding the TV Everywhere ecosystem and bringing TV content to various devices," said Steve Sklar, CenturyLink vice president, video strategy & development. "We are very pleased to be showcasing our Prism™ TV app on Smart TV products from LG, a global leader in consumer electronics technology."

The LG HDMI Stick, powered by Android, is part of LG Electronics' suite of smart set-top boxes which complements the Smart TV platform and enables pay TV operators to satisfy subscribers' whole home entertainment needs on existing TVs. The LG Stick enables convenient wireless delivery of live TV and VOD content to any TV with an HDMI port, with the available option of 802.11ac, the next-generation high-performance Wi-Fi standard.

The Prism™ TV app is powered by Azuki Systems, the core platform provider for CenturyLink's TV Everywhere service. Prism™ TV, currently available in 12 markets including Las Vegas, Tallahassee, Phoenix and Colorado Springs, is delivered through CenturyLink's fiber optic network and offers **advanced features** that customers may not get from cable or satellite, including more than 200 HD channels, a wireless set-top box, whole home DVR, warp-speed channel change, multi-view, and TV applications such as Facebook, Yahoo! Sports and Picasa.

For more information about CenturyLink Prism™ TV, go to www.centurylink.com/prismtv.

About CenturyLink

CenturyLink is the third largest telecommunications company in the United States and is recognized as a leader in the network services market by technology industry analyst firms. The company is a global leader in cloud infrastructure and hosted IT solutions for enterprise customers. CenturyLink provides data, voice and managed services in local, national and select international markets through its high-quality advanced fiber optic network and multiple data centers for businesses and consumers. The company also offers advanced entertainment services under the CenturyLink® Prism™ TV and DIRECTV brands. Headquartered in Monroe, La., CenturyLink is an S&P 500 company and is included among the Fortune 500 list of America's largest corporations. For more information, visit www.centurylink.com.

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