

REELZCHANNEL® AND DIRECTV SIGN VOD CONTENT AGREEMENT

REELZCHANNEL to provide content packages for DirecTV Surrounding VOD movie releases

FOR IMMEDIATE RELEASE

ALBUQUERQUE, NM - REELZCHANNEL® - TV About Movies(TM) - announced today the movie-centric cable network has partnered with DirecTV to make programming content available to the provider as part of its VOD marketing efforts.

The REELZCHANNEL packages will consist of informative two- to-four-minute segments gleaned from REELZCHANNEL's extensive library of entertaining content about movies, including behind-the-scenes reporting, celebrity interviews, fan reaction, and more. Each edited segment will focus on one of the top 10-12 VOD titles for a given month, and providers can use the content as a component of their monthly VOD promotional strategies.

"REELZCHANNEL has found that movie-lovers respond strongly to our creative and informative coverage of movies," said John deGarmo, Senior Vice President - Affiliate Relations. "We're excited to team up with DirecTV and offer our distinctive programming to their VOD viewers in this fresh and exciting way."

REELZCHANNEL® - TV About Movies(TM), is the only cable/satellite network and website dedicated to everything about movies. The network and website (<http://www.reelzchannel.com>) feature entertaining original programs and content that offer a fresh perspective on movies, from behind-the-scenes movie clips and new release movie reviews to the latest movie trailers and suggestions for what to see tonight at home or in the theater. On www.reelzchannel.com movie fans can check movie times with local movie theater listings, find new movies currently playing on TV and watch full-length movie trailers. REELZCHANNEL TV is carried via cable and satellite on DIRECTV (Channel 238) and DISH Network (Channel 299) reaching more than 46 million homes nationwide. Local channel information is available on the website's home page through a zip code look-up. Owned by Hubbard Media Group, REELZCHANNEL is headquartered in Albuquerque.

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CONTACTS:

Vicki Louie

Dera, Roslan Campion - Public Relations

212.966.4600 / victoria@drcpublicrelations.com

Season Elliott
REELZCHANNEL
505.414.2099 / selliott@reelzchannel.com