



## CABLEREADY ENTERS INTO NEW EXCLUSIVE INTERNATIONAL DISTRIBUTION

### AGREEMENT WITH REELZCHANNEL

*Company to Offer TV About Movies Programming  
to World Marketplace Beginning with MIPCOM*

**NORWALK, CT, AUGUST 27, 2009** — CABLEready ([www.cableready.net](http://www.cableready.net)), the international television program distribution and development company, has reached a new exclusive global (excluding the U.S.) distribution agreement with REELZCHANNEL — the only cable/satellite network and website dedicated to TV About Movies™. The announcement was made today by Gary Lico, President and CEO, CABLEready.

Said CABLEready's Lico, "In less than three years REELZCHANNEL has firmly established itself as the on-air and online destination for everything about the movies. The passion and quality of its movie related programming has built an unwavering bond with movie fans which we will now look to expand on a worldwide basis, on the heels of our success and expertise in distributing entertainment programming such as *Inside The Actors Studio* and *Hollywood One On One*."

"Movie lovers are a passionate group the world over, which is why REELZCHANNEL is thrilled to expand the brand by offering the kind of lively, entertaining, in-depth movie news and behind-the-scenes coverage that will translate well to audiences overseas," said John deGarmo, REELZCHANNEL SVP Affiliate Relations & International.

During MIPCOM CABLEready will be offering REELZCHANNEL content such as:

***What I Learned From The Movies*** (30-minutes) - takes a comedic look at the power of cinema and how movies have shaped our lives. Each half-hour episode covers a different topic such as

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how movies have taught us lessons about sex, divorce, or work. Using real movie clips combined with animated graphics, REELZCHANNEL TV commentators share with the audience the cultural wisdom that movies impart.

***The Big Tease*** (30-minutes) – “The Big Tease” is the best place on TV to see a full half-hour of the trailers hitting theaters. It’s a lively half-hour series hosted by Jill Simonian and Jeremy Parsons in which the two real-life friends and passionate movie fans share with viewers Hollywood’s newest movie trailers.

***Spotlight*** (30-minutes) - is a half-hour original series covering movies from every angle. Movies, actors and special events can all be found in the spotlight each week, as the show presents material not available anywhere else – including extended interviews, trailers and clips, behind-the-scenes reporting and news. "REELZCHANNEL Spotlight" is the TV equivalent of DVD bonus features, with a much broader range of coverage aimed at satisfying viewer demand for more on everything about movies.

***Secret's Out*** (30-minutes) - is the show the renowned movie critic has always wanted to do. Each week, Maltin shares with movie fans the hidden movie gems playing in theaters, on Pay-Per-View, Video-On-Demand, DVD, and premium channels. The show spotlights scene-stealing and star-making performances, and incredible movies lost on the shelf.

***The Directors*** (30 minutes) – A REELZCHANNEL classic and original, “The Directors” show takes you behind the lens and deep into the world of movie making through interviews with Hollywood's biggest directors and actors discussing their projects. Hear from Harrison Ford what almost ruined Blade Runner and what director Ridley Scott had to say about it. “The Directors” is a chance to see a side of movies usually reserved for Hollywood’s elite. CABLEready sold “The Directors” to REELZCHANNEL for the US market early in the life of the channel. The series continues to be a signature program for REELZCHANNEL.

#### About REELZCHANNEL

**REELZ CHANNEL - TV About Movies**® 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. 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.

## **About CABLEready**

CABLEready ([www.cableready.net](http://www.cableready.net)), based in Norwalk, CT, is the television industry's premier independent program representation firm with clients located across the globe. Established in 1992 to represent existing program libraries, develop original program ideas and series franchises, CABLEready has licensed more programs to U.S. cable networks than any other program distributor. Its successes include INSIDE THE ACTORS STUDIO, a hit on Bravo in the U.S. and airing in more than 100 countries worldwide; FORENSIC FILES, Court TV's top-rated and longest-running series; and countless other series and specials. CABLEready is the exclusive international distributor for such global factual programming brands as New York Times Television. CABLEready also distributes programs on behalf of Lionsgate, Weather Channel, and TruTV (formerly Court TV). Inc. Magazine named CABLEready as one of America's 5000 fastest growing private companies and the highest ranked TV programming company in 2007, 2008 and 2009.

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### **Press Contacts:**

Don Ciaramella  
The Lippin Group / NY  
212-986-7080  
[don@lippingroup.com](mailto:don@lippingroup.com)

Paul Nichols  
The Lippin Group / LA  
323-965-1990  
[pnichols@lippingroup.com](mailto:pnichols@lippingroup.com)

Season Elliot  
Director of Marketing and PR  
REELZCHANNEL – TV About Movies™  
505.212.8761  
[Selliot@reelzchannel.com](mailto:Selliot@reelzchannel.com)