

REELZCHANNEL PREMIERES NEW SERIES “TWILIGHT WEEKLY: SPOTLIGHT” AND EXPANDS ROLE AS GO-TO SOURCE FOR *TWILIGHT* SAGA LOVERS

Network Sinks Its Teeth into Popular Vampire Saga, Featuring Special Events & Coverage in New Weekly TV Show Premiering August 10th

FOR IMMEDIATE RELEASE [July 14, 2009] – REELZCHANNEL® - TV About Movies™ announced today the launch of a new weekly series, “Twilight Weekly: Spotlight,” as a cornerstone of the network’s extensive on-air and online coverage of the hugely popular *Twilight* movie saga. Hosted by REELZCHANNEL’s resident *Twilight* expert and correspondent Naibe Reynoso, the new series is sure to galvanize the legions of diehard movie fans by giving TV viewers and web users the inside track on all of the latest news and info leading up to the highly anticipated fall movie sequel, *New Moon*. “Twilight Weekly: Spotlight” premieres in its Monday primetime slot beginning August 10, 2009 at 10:00 pm ET featuring cast interviews and special coverage from TwiCon.

On “Twilight Weekly: Spotlight,” an expansion of REELZCHANNEL’s popular movie documentary series “Spotlight,” viewers can tune in to see the most buzzed-about news, behind-the-scenes coverage and footage of *The Twilight Saga: New Moon* and *Eclipse*, interviews with key cast members and fan-favorite characters, not to mention a series of special events that could land some lucky fans on the show. In addition, the series will feature reports from this summer’s upcoming TwiCon convention by Reynoso and a specially-selected fan contributor who will help cover the convention for the network. The winner will be chosen from a group of six hopeful on-air personalities narrowed down from a large field of finalists, all of whom auditioned at a special talent search and open casting event held recently in New York.

The chosen fan contributor will be revealed during a special segment on “REELZCHANNEL Twilight Spotlight” on July 27. Until then, movie fans can go to <http://www.reelzchannel.com/twicon> to watch audition videos and interviews with the six finalists and let the network know their favorite by clicking on their pick.

“Our special coverage of the *Twilight* movie has already earned REELZCHANNEL a reputation among Twi-hards, big fan blogs and social networking groups as a premiere destination for the latest news and views on all things *Twilight*,” said Stan Hubbard, CEO of REELZCHANNEL. “With the launch of the new ‘Twilight Weekly: Spotlight’ series, the talent search, and other special *Twilight* events planned, REELZCHANNEL is expanding on its programming and demonstrating the network’s commitment to connecting people to the movies they love by engaging movie fans in new ways and providing unique programming and web content with fresh perspectives.”

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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