

**FOR IMMEDIATE RELEASE**

**LURED BY GOVERNOR RICHARDSON AND THE NEW MEXICO FILM OFFICE REELZCHANNEL MAKES BOLD MOVE TO RELOCATE CORPORATE HEADQUARTERS TO ALBUQUERQUE IN EARLY 2009**

*Network Devoted to "TV About Movies" Finds Unique Opportunities, Flourishing Movie Industry, and Streamlined Operations in New Mexico*

ALBUQUERQUE, NEW MEXICO [January 7, 2009] - At a joint press conference hosted today by New Mexico Governor Bill Richardson, ReelzChannel® – TV About Movies™ announced plans to relocate its corporate headquarters to Albuquerque, New Mexico in early 2009, according to Stan E. Hubbard, Chairman and CEO of ReelzChannel.

The New Mexico Film Office teamed up with the local Hubbard-owned KOB-TV and the New Mexico Partnership to present ReelzChannel with the new opportunity - identifying the national TV network as an important entertainment property to attract to the Southwest's flourishing movie and television industry.

“We are excited to welcome ReelzChannel to New Mexico and into our state’s thriving television and film industry,” Governor Richardson said. “The network’s decision to relocate operations to New Mexico is a testament to the hard work we’ve put into making our state a world-class production destination. We look forward to growing that reputation through this new partnership.”

ReelzChannel is extremely excited about the move, the benefits offered by the new partnership and the opportunity to increase its commitment and effectiveness by consolidating all operational elements in a single facility:

"ReelzChannel has been bringing ‘TV About Movies’ to a growing number of American households, now more than 43 million, with great success, and with this move we are now solidly positioned for our next wave of growth, and for the next level of great programming for our viewers," said Stan Hubbard. "New Mexico is the ideal home for the channel devoted to everything about movies – given the State's bustling movie growth, its highly skilled and creative talent pool, and the opportunities to streamline operations in ways that allow ReelzChannel to build on its commitment to movie fans, movie makers and movie distributors everywhere."

--more--

Frequently called "Hollywood Southwest," New Mexico is a fast-growing hotbed of film and television production. The State is already home to more than 30 different film festivals and a multitude of special film screenings and movie premieres, as well as film training programs. In a short time, the State has also proactively recruited and cultivated a talented workforce of film technicians and crew and has succeeded in attracting more than 115 Hollywood feature film productions, including recent blockbusters such as *Indiana Jones and the Kingdom of the Crystal Skull*, *No Country for Old Men*, *Transformers: Revenge of the Fallen*, *3:10 to Yuma*, *Terminator Salvation*, and more.

Owned by satellite television pioneer Hubbard Media Group, the ReelzChannel network and website brands were first launched in September 2006 and are currently headquartered in the Twin Cities of Minneapolis and St. Paul--with programming, production, and promotion in Los Angeles and offices in New York and Chicago.

With the new move, the programming, production, web development, creative services, marketing and communications divisions all will be housed and operated out of one location for the first time. Advertising sales will remain in New York City, Chicago, and Los Angeles, and a Los Angeles bureau will be established for coverage of major entertainment and movie stories and events.

Viewers will continue to see their favorite hosts, movie experts and fan-focused movie programming, including: "Leonard Maltin's Secret's Out," the popular weekly series in which Leonard reveals his favorite movie hidden gems; "The Big Tease," where Jill Simonian and Jeremy Parsons unveil Hollywood's hottest trailers; "Movie Mob," hosted by Tory Shulman, the only user-generated program on TV; the new "ReelzChannel Movie News," with award-winning entertainment reporter Sam Rubin and the entire team of ReelzChannel contributors – Jill, Jeremy, and Tory, along with Gerrad Hall, and Naibe Reynoso -- delivering hourly movie news; "First Fans" with Travis Oscarson, which features fans' reactions to new movie releases. "ReelzChannel Spotlight," "At the Movies," "The Critic," "The Directors," and a special selection of movies round out the programming schedule with something for every movie fan.

ReelzChannel has distinguished itself with its innovative original programming, lively personalities, and movie news with a fresh perspective by renowned movie critics and entertainment reporters - all to share the enthusiasm of movies and to point movie fans to movies wherever they are available - programming that also benefits movie studios, distributors and theaters, the cable and satellite operators whose VOD, Pay-Per-View and premium channels offer these movies, and the retail outlets offering DVDs.

The network is also particularly effective at galvanizing audiences with its movie-themed events, ultimate fan searches and special web content surrounding highly anticipated pop culture phenomena and blockbuster premieres of popular movie franchises--including this year's *Dark Knight*, *Quantum of Solace*, *Twilight*, and next year's new installments of *Star Trek*, *Harry Potter*, *Transformers*, and much more.

--more--

This fall, the ReelzChannel.com website, a comprehensive online destination for true movie fans, reached a new milestone when its monthly unique visitors surpassed the one million mark. ReelzChannel also has one of the most viewed sites on YouTube with as many as 12 million video views per month. Along with the network, the website connects users to all of the latest movie news and information in an entertaining and video-centric format by featuring up-to-the-minute movie news and reviews; in theater and in home movie listings; detailed information about fan favorites from production through box office results; in-depth interviews with Hollywood's brightest stars; behind-the-scenes clips and trailers that connect viewers to the movies they love; and lively, entertaining pop culture stories about all things movies.

**ReelzChannel® - 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 the movies, from behind-the-scenes to what to see tonight at home or in the theater. In addition to extensive cable and telco carriage in markets across the country, ReelzChannel TV is carried via satellite on DIRECTV (Channel 238) and DISH Network (Channel 299), and is reaching more than 43 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 currently headquartered in the Twin Cities of Minneapolis and St. Paul and operating out of studios in Los Angeles, with offices in New York and Chicago. Hubbard Media Group and KOB-TV are both wholly owned by Hubbard Broadcasting, Inc.

###

**MEDIA CONTACTS:**

**FOR REELZCHANNEL:**

Pamela Howell/ReelzChannel - VP, Corporate Communications  
[phowell@reelzchannel.com](mailto:phowell@reelzchannel.com)  
651.659.7073 / 612-860-5589 (cell)

Eileen Campion/DRC, Inc. - Public Relations  
212.966.4600 / 646.325.6455 (cell)  
[eileen@drepublicrelations.com](mailto:eileen@drepublicrelations.com)

**FOR NEW MEXICO/GOVERNOR'S OFFICE:**

Alarie Ray, Deputy Communications Director  
[alarie.ray-garcia@state.nm.us](mailto:alarie.ray-garcia@state.nm.us)  
505.476.2248 / 505.231.7350