

REELZCHANNEL TO LAUNCH FREE VOD SERVICE

Service Designed to Provide On-Demand Reviews and Recommendations of Movies on VOD/PPV and Premium Channels

Provides New Opportunity for Distributors to Support PPV And VOD Movie Businesses and Drive Incremental Revenue

Los Angeles, CA (May 5) – ReelzChannel®, the only cable/satellite network and website dedicated to “Everything About Movies, 24/7,”™ has announced a new, free Video-On-Demand (VOD) component to its cable and satellite television network, with launch planned for June.

ReelzChannel’s VOD offering will give viewers instant access to recommendations and information about movies available to them on VOD/Pay-Per-View and premium networks. Complementing this core content will be a wealth of interviews and behind-the-scenes entertainment features about movies and movie-makers, drawn from ReelzChannel’s deep archive of original programming.

“Our distributors have been requesting a VOD component, and now that we’re reaching more than 35 million homes we feel the time is right to launch it,” said John deGarmo, Senior Vice President, Affiliate Relations for ReelzChannel. “We know from recent research that ReelzChannel is very influential in driving viewers to buy more PPV and VOD movies, and to watch more premium channel movies. That translates to extra revenue for distributors.”

He added: “Most movie viewing takes place in the home, and we have rapidly become an informative, authoritative and influential asset for viewers as they seek assistance in making choices. With that, we are delivering on the very promise of this network.”

According to recent research, viewers of ReelzChannel purchase 24 percent more PPV/VOD movies and watch more premium channel movies at home than non-ReelzChannel viewers. In addition, ReelzChannel’s value as a recommendation engine for current movie titles is bolstered by the research which revealed that among the network’s viewers:

- 76% found out about a movie they had never heard of
- 21% watched a premium channel movie because of something seen on ReelzChannel
- 16% ordered VOD or PPV because of something seen on ReelzChannel
- 87% found ReelzChannel “What2Watch” localized promos helpful in making movie watching decisions

ReelzChannel® TV is the only cable/satellite TV network and broadband website dedicated to “Everything About Movies, 24/7.” The network features entertaining original programming focusing on the content and behind-the-scenes production of movies in all windows of release – in theaters, on DVD, VOD, and premium channels each week. After the most successful launch in cable/satellite history in September 2006, ReelzChannel TV has continued its steady distribution growth, currently reaching more than 35 million subscribers. In addition to cable carriage in markets across the country,

ReelzChannel is carried via satellite on DIRECTV (Channel 238) and DISH Network (Channel 299). ReelzChannel also operates a broadband online website – www.ReelzChannel.com - designed to broaden a movie fan's experience as a place to voice opinions, participate in a community of movie fans, and get information on all the latest movies available at home on TV (DVD, PPV/VOD and premium channels) and in theaters . Owned by Hubbard Media Group and headquartered in the Twin Cities of Minneapolis and St. Paul, ReelzChannel TV operates out of studios in Los Angeles with offices in Minneapolis/St. Paul and New York.

--- ReelzChannel --