

**REELZCHANNEL TO SHOW VIEWERS A “GUARANTEED” GOOD TIME
THIS FALL WITH GUTSY MONEY-BACK MOVIE PICKS!**

***Sam Rubin to Host “Guaranteed Movie Recommendation”
A Bold New Offer Launching October 16 on ReelzChannel TV***

[October 13—Los Angeles, CA] — In an unprecedented move that is sure to thrill movie watchers and cable operators alike, ReelzChannel® -- “TV About Movies,” announced today the launch of *ReelzChannel Guaranteed Movie Recommendation*. Launching on October 16, the bold new consumer commitment is backed by ReelzChannel and is designed to allow the growing cable/satellite network to connect viewers directly to VOD and PPV movies they will enjoy -- or let them claim a reimbursement if they are dissatisfied with the recommended movie. The *ReelzChannel Guaranteed Movie Recommendation* will be hosted by award winning entertainment reporter Sam Rubin.

“With our *ReelzChannel Guaranteed Movie Recommendation*, we want to introduce ourselves to new viewers by showing the lengths we are willing to go to help them find movies they will like in theaters, on DVD and at home on television,” said Stan E. Hubbard, Chairman and Chief Executive Officer, ReelzChannel. “At ReelzChannel, we love movies and want to share our enthusiasm and fresh perspective with cable and satellite viewers nationwide by adding a GUARANTEE to some of our movie recommendations. American families can settle in on the couch this fall with some affordable home entertainment options that ReelzChannel *guarantees* they will enjoy.”

Here’s how it works: While ReelzChannel makes lots of movie recommendations every day, they will provide an extra special opportunity every few weeks when Sam Rubin unveils the new *ReelzChannel Guaranteed Movie Recommendation* during the Thursday airing of the network’s signature daily entertainment report show, *Dailies*, at 8:00 p.m. ET. The movie to be *guaranteed* will be selected in an informal process by the network’s internal team of movie lovers from the movies that are available on Video On Demand (VOD) and Pay-Per-View (PPV) channels during the specified time frame. After the initial announcement on *Dailies*, throughout its programming day, the network will give viewers multiple opportunities over the following two weeks to learn the name of the *guaranteed movie* selection along with why ReelzChannel chose that particular movie.

To participate, viewers with ReelzChannel TV available in their homes must pre-register at www.reelzchannel.com/guarantee then simply purchase the ‘Guaranteed’ movie from their cable or satellite provider the way they would ordinarily purchase a VOD or PPV movie.

If ReelzChannel registered viewers are not satisfied that their movie experience lived up to the *guarantee*, the network will reimburse them the amount they paid to their cable or satellite provider for the VOD or PPV movie. It’s as simple as filling out the claim form

found online at ReelzChannel.com and sending it in with a proof of purchase on the cable or satellite bill from the promotional window.

“ReelzChannel boldly goes where no critic has gone before—into our own wallet—backing up our recommendation with actual cash,” says entertainment reporter and ReelzChannel contributor Sam Rubin. “This is a great way for ReelzChannel to directly connect movie lovers to movies they may have missed, but genuinely deserve to be seen.”

About ReelzChannel

ReelzChannel® - “TV About Movies” is the only cable/satellite network and website dedicated to everything about movies. The network features entertaining original programs that offer a fresh perspective on the movies, from behind-the-scenes to what to see tonight. ReelzChannel covers movies wherever they are playing – in theaters, on DVD, VOD, and premium channels. In addition to cable and telco carriage in markets across the country, ReelzChannel is carried via satellite on DIRECTV (Channel 238) and DISH Network (Channel 299), and is currently reaching more than 40 million homes nationwide. ReelzChannel also operates the website <http://www.reelzchannel.com>, which offers deeper coverage of the movies, and information on all the latest movies available at home and in theaters. Owned by Hubbard Media Group, 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.

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