

**REELZCHANNEL BITTEN BY TWILIGHT FRENZY AS NETWORK DEVOTES
FULL WEEK TO PREMIERE OF HIGHLY ANTICIPATED VAMPIRE MOVIE BASED
ON BESTSELLING BOOK PHENOMENON**

**“Twilight Week” of Special Original Programming
Across Network Lineup November 17-23**

“Ultimate Twilight Fan” Revealed on “Dailies”

Los Angeles, CA (Nov. 12, 2008) – In advance of the premiere of *Twilight*, the highly-anticipated movie based on the wildly popular teen vampire book series, ReelzChannel® - “TV About Movies,” will feed the frenzy of enthusiastic fans with “*Twilight Week*,” November 17-23. All week, ReelzChannel will devote all of its original programming to the eagerly anticipated first movie adaptation of the phenomenally successful book series by Stephenie Meyer. The novel, *Twilight*, has been on The New York Times bestseller list for 65 weeks.

Twilight is a young adult vampire novel originally published in hardcover in 2005. It is the first book of the *Twilight* series, and introduces seventeen-year-old Isabella "Bella" Swan who moves from Phoenix, Arizona to Forks, Washington, and finds her life in danger when she falls in love with a vampire, Edward Cullen. The other books in the series are *New Moon*, *Eclipse*, and *Breaking Dawn*.

Among the highlights of “*Twilight Week*” will be the announcement of the “Ultimate *Twilight* Fan,” selected from among the entries submitted this past month during a ReelzChannel nationwide search. The chosen fan will be announced and featured on the network’s “Dailies” program Thursday, November 20 (8 p.m. ET/PT), the eve of the movies’ U.S. premiere.

In addition, www.reelzchannel.com will feature *Twilight* movie clips, fan-submitted videos, and features from the network's week-long programming event. Fans visiting <http://www.reelzchannel.com/twilight> will have access to more than a dozen *Twilight*-themed pieces -- including a special *Twilight* quiz; guides for fans and parents; and interviews with the *Twilight* saga's author, the movie's director and cast, and creators of the some of the most popular *Twilight* fan sites.

The ReelzChannel TV original programming lineup for this special event includes (in chronological order):

“Secret’s Out” (Friday, November 21, 9 p.m. ET/PT). Hosted by renowned movie critic Leonard Maltin, the series spotlights those movie gems that, while they didn’t make box-office history, deserve the attention of movie fans. For “*Twilight Week*,” Maltin will review hidden gem movies featuring the cast of *Twilight* including Kristen Stewart (*Into the Wild*; *Zathura: A Space Adventure*); Elizabeth Reaser (*Sweet Land*, *Puccini for Beginners*); Nikki Reed (*Thirteen*); Peter Facinelli (*Dancer, Texas Pop 81*); and Edi Gathegi (*Gone Baby Gone*).

“Dailies” (weekdays beginning Monday, November 17, 8 p.m. ET/PT) “Dailies” is ReelzChannel’s signature daily movie news and information show. Throughout “*Twilight Week*” the “Dailies” team will present interviews, behind-the-scenes reports and special *Twilight*-themed segments including: a background “who’s who” in the cast; red carpet coverage of the movie’s Los Angeles gala premiere; interviews with cast members including lead actor Robert

Pattinson, lead actress Kristen Stewart, and director Catherine Hardwicke; and a segment on *Twilight*'s "Bad Guy and Girl Vampires," starring Edi Gathegi, Cam Gigandet and Rachel Lefevre. In addition, the "Ultimate *Twilight* Fan" – selected from among the nationwide entries submitted to ReelzChannel -- will be revealed Thursday, November 20 in a special interview feature.

"Movie Mob" (Monday, November 17, 8:30 p.m. ET/PT) Criticism and passions always run high during this series, the first to feature an all-online cast who vie each week to keep their coveted spots as movie critics. Hosted by Sara Fletcher, the series will spotlight the *Twilight* trailer as it tees up the series' November 24 episode in which members of the Mob will go head-to-head in voicing their opinions about the much-hyped movie.

"The Big Tease" (Wednesday, November 19, 8:30 p.m. ET/PT) Jill Simonian and Jeremy Parsons host a lively half-hour original series dedicated to the beloved movie trailer. This special edition of the show celebrates vampires in the movies with a look at the varied portrayals of vampires in movies over the years. Featured: Brad Pitt and Tom Cruise (*Interview with the Vampire*), Gary Oldman (*Bram Stoker's Dracula*), Kiefer Sutherland (*The Lost Boys*), and Kate Beckinsale (*Underworld*).

"ReelzChannel Spotlight: *Twilight*" (Thursday, November 20, 8:30 p.m. ET/PT) "Dailies" Jill Simonian and Naibe Reynoso, on-location from Borders bookstore in Hollywood, will have in-depth, behind-the-scenes coverage of *Twilight* from its beginnings as a best-selling book to the highly anticipated first movie adaptation. Viewers will be able to visit with the cast on-set during filming, at Comic Con in San Diego and at the movie's red carpet premiere. Also, the episode examines the fervor with which fans of the book series have expressed their passion and excitement in their numerous web sites. "ReelzChannel Spotlight: *Twilight*" will also visit with the "Ultimate *Twilight* Fan," selected from among the submissions received from fans around the country.

"Movie Up" (Friday, November 21, 9:30 p.m., ET/PT) Hosted by Tory Shulman, this series is the definitive home-entertainment guide to what's new and hot on DVD, VOD/PPV and premium channels. In a special salute to *Twilight*, the series looks back at myriad classic vampire flicks including *Blacula*, *Once Bitten* (with Jim Carrey) and *Interview with the Vampire* (with Brad Pitt and Tom Cruise).

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 42 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, New York, and Chicago.