



## **REELZCHANNEL DEBUTS HIGH DEFINITION PROGRAMMING IN THIRD QUARTER 2010**

FOR IMMEDIATE RELEASE (October 23, 2009) – In taking the next step to provide top-quality entertainment for its viewers, REELZCHANNEL – TV About Movies ® announced plans to launch an HD simulcast channel in third quarter of 2010.

REELZCHANNEL has already begun the conversion of its in-house studio, field equipment and technology to accommodate HD. Beginning in the first quarter of 2010, all original programming will be created in HD. This will allow REELZCHANNEL to build a library of HD-quality programming prior to the third quarter 2010 launch. All existing programming will also be up-converted to HD.

“The television viewer expects HD, and we are committed to delivering it to them,” said Stan Hubbard, CEO REELZCHANNEL. “The development of REELZCHANNEL in HD further demonstrates our commitment to entertaining consumers and movie fans everywhere.”

In addition to serving REELZCHANNEL viewers, cable/satellite distributors and movie studios will also see the benefit of this change as movie trailers, clips and other studio-generated entertainment will be seen in the best possible light due to the superior transmission quality of HD technology.

### About REELZCHANNEL

**REELZCHANNEL - TV About Movies** ® features entertaining original programs that offer a fresh perspective on movies. 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 [www.reelzchannel.com](http://www.reelzchannel.com). Owned by Hubbard Media Group, REELZCHANNEL is headquartered in Albuquerque, N.M.

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For more information, please contact us on the REELZCHANNEL Media Line

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