



REELZCHANNEL VIEWERS EXHIBIT DRAMATICALLY STRONGER PURCHASING BEHAVIOR TOWARD ON-DEMAND AND PAY-PER-VIEW MOVIES

Three-Month Rentrak Study Shows REELZCHANNEL Viewers are a Significant Asset for Cable Operators

FOR IMMEDIATE RELEASE (October 15, 2009) – REELZCHANNEL – TV About Movies® has demonstrated that on-demand and PPV buy rates among REELZCHANNEL viewers averaged 45.9% higher than non-REELZCHANNEL viewers over a three-month study conducted by Rentrak Corporation.

“Our audience is eager to view featured on-demand and premium titles,” said John de Garmo, REELZCHANNEL SVP of Affiliate Relations. “This third-party study illustrates that REELZCHANNEL viewers are valuable subscribers that generate a high level of on-demand revenue for distributors that carry the channel.”

To further support their affiliate partners, REELZCHANNEL features the Guaranteed Movie Recommendation (GMR) as a quarterly promotion. GMR seeks to drive more on-demand and PPV movie sampling and viewing through a risk-free, money-back guarantee whereby viewers are encouraged to buy a selected movie title within a designated timeframe. In June 2009, the recommendation was *Gran Torino* starring Clint Eastwood. The buy rate among REELZCHANNEL viewers was 84% higher versus non-viewers.

Additional information from the study shows that on-demand and PPV titles that were promoted on-air through REELZCHANNEL were purchased by viewers at an average buy rate 44% higher than non-REELZCHANNEL viewers. The results for transactional on-demand consumption of REELZCHANNEL viewers are based on a 3-month study with Charter Los Angeles which has over 274,000 basic subscribers.

About Rentrak Corporation

Rentrak Corporation is an industry-advancing media measurement and research company, serving the most recognizable names in the entertainment industry. Reaching across numerous platforms including box office, home entertainment, on-demand and linear television, broadband and mobile, Rentrak provides unique and actionable insight for our clients and partners. From the introduction of our revolutionary Pay-Per-Transaction® distribution and revenue-sharing system, which equipped Rentrak with the intelligence and ability to deal with large, complex data streams, to the company's exclusive Essentials™ suite of services, Rentrak has redefined digital audience measurement. Rentrak is headquartered in Portland, Oregon, with additional offices in Los Angeles, New York City and Miami/ Ft. Lauderdale. For more information on any of Rentrak's services, please visit www.renrak.com.

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. 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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