

REELZCHANNEL TEAMS UP WITH DISCOVERY'S "SHARK WEEK" WITH PREMIERE OF NEW "SPOTLIGHT" ON MONDAY, JULY 27 AT 10:30 P.M.

Host dives with sharks, shows scariest movie moments, and probes "fear" as box office draw

ALBUQUERQUE, NM – July 22 – REELZCHANNEL TV ® – TV about movies™ – announced a new half-hour feature, "Fascination with Fear: Spotlight" (airing at 10:30p.m. ET/PT on Monday July 27) in partnership with the Discovery channel, to promote their upcoming "Shark Week," that network's weeklong annual programming event, starting on August 2.

"Fascination with Fear: Spotlight" hosted by Gerrad Hall will explore movies that evoke the same fear in moviegoers that sharks do in ocean swimmers. In honor of "Shark Week," the show will open with a segment focusing on Steven Spielberg's *Jaws* that features clips from Discovery's new program "Blood in the Water," which kicks off "Shark Week" at 9p.m. ET/PT on August 2. In a further tribute to "Shark Week," Hall will dive into his own fears at the show's end, hosting from a within a cage in shark-infested waters.

This new episode will also give viewers a rundown of the silver screen's most memorable scary moments, from Hitchcock classics like *Psycho* to Academy award-winners like *Silence of the Lambs* to modern thrillers like *No Country for Old Men*, including the famous T-Rex scene from *Jurassic Park*. In another segment, REELZCHANNEL will examine the way music and sound effects are used to create suspense. REELZCHANNEL also talked to a psychiatrist for this special episode to enlighten viewers on why the chills and thrills and scariest scenes keep them coming back to the box office for more.

"We're extremely excited to partner with Discovery channel," said Stan Hubbard, CEO of REELZCHANNEL. "The excitement sparked by the movies featured with this new "Spotlight" is a perfect fit for a partnership with Discovery's Shark Week."

REELZCHANNEL® -- TV About Movies™ is the only cable/satellite network and website dedicated to everything about movies. The network and website (<http://www.reelzchannel.com> <<http://www.reelzchannel.com/>>) feature entertaining original programs and content that offer a fresh perspective on movies in all windows of release. With behind-the-scenes coverage, red carpet interviews and suggestions from movie experts on what to see tonight at home or in the theater, REELZCHANNEL is the fun and insightful movie destination. On REELZCHANNEL.com movie fans can check out movie times with local movie theater listings, find new movies currently playing on TV and watch full-length movie trailers. In addition to extensive cable carriage in markets across the country, REELZCHANNEL TV is carried via satellite on DirecTV (Channel 238) and DISH Network (Channel 299) reaching more than 46 million homes nationwide. Local channel information is available on the website's home page through a

zip code look-up. REELZCHANNEL headquarters is located at Albuquerque Studios in New Mexico.