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“NET”  
NEW CABLE CHANNEL LAUNCHES  
DECEMBER 8<sup>th</sup>, 2008

Bold & Original Prime Time Programming to be the Centerpiece of  
New Channel’s Line-Up

November 24, 2008 - FOR IMMEDIATE RELEASE—NET, a brand new cable channel will launch in prime time on December 8, 2008 at 8:00 pm. NET, a fresh, exciting new service replaces The Prayer Channel, the former center for religious, educational and cultural programming in the New York area. NET will continue in its place with the same values and goals but with a bold new look and entertaining, DVR worthy original programming.

From music videos to exploring local parishes and neighborhoods to uncovering the mysteries of the faith, NET has created a stellar original programming line-up with something for everyone. “iCTHuS.eQ, hosted by Mari White. Viewers will find an eclectic blend of positive music videos from around the globe and will feature in-depth interviews with the latest and greatest bands. The very close to home series “Breaking Bread,” a culinary show will highlight restaurants and eateries of particular New York neighborhoods. Host Tati Amare, will explore the food, the culture and the beauty each area has to offer, while getting to know some of the parish’s priests, restaurateurs and residents. The “Mysteries of the Church” series will explore and offer an insight to the origin of certain traditions of the Church and their incorporation into today’s worship. Host Carolyn Morrison will delve into such exhilarating topics as exorcism, stigmata and the Eucharist.

Continuing the theme of locally inspired programming, NET will introduce “City of Churches” hosted by Nick Vavas, which will examine the history and highlight the beauty of the many churches of New York City. The “Tapestries of Faith” series will follow the history, struggles, contributions and faith of myriad of ethnic groups in our great city and will uncover the diversity of each - it’s immigrant

population and their unique traditions.

Christopher Quinn, General Manager of NET announced the launch and lineup today. "At NET we're all about positive and uplifting programming that will offer more than just news and entertainment. Our programming extends beyond what you'd expect to find on "the big networks". We offer non-traditional programming that strives to enrich people's daily lives and we do it by serving it up with a positive perspective. We have also developed programming that will cater to the youth audience with music videos and an upcoming film festival, because we believe that just because it's optimistic doesn't mean it has to be dull."

NET will air children's programming in the early morning and after school time slots, and primetime will include family dynamic programming designed to aid the family and relationships with advice and insight ("The Real Deal With Doctor Mango.")

Exciting new original programming will roll out throughout 2009 including the highly anticipated "Faith Film Festival." Committed to showcasing films and artists that offer diverse views of people, experiences, beliefs and stories highlighting religious faith, the festival will also recruit films dealing with human rights issues and environmental conservation. Of all submissions received, the finalists will be aired on NET and will be featured on the NET website to be voted on by viewers. Without a submission fee to filmmakers, their voices can be heard through all forms of short films: narrative, documentary and experimental.

NET website (<http://www.NETny.net>) will be the portal to the NET Programming lineup, with streaming live channel viewing and special web only exclusive un-aired episodes of original programming series. Launches late November 2008.

NET will broadcast 24 hours a day, 7 days a week and can be seen on Time Warner Cable channel 97 and Cablevision channel 30. NET is owned and operated by Trans Video Communications.

The launch of NET is being supported with a multimedia and viral advertising campaign created by Cesario Migliozi, llc. of Los Angeles. Television ads can be seen locally on CNN, FOX News Channel, FOX Business Channel, Bravo, ESPN and many other cable channels locally, as well as in radio, print and outdoor advertising.

Press kit available for viewing and download at <http://www.aboutNETny.com>

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