



REELZCHANNEL JOINS SPOTLIGHT CINEMA NETWORKS TO PROVIDE CUSTOM PRE-SHOW PROGRAMMING

***Urban Movie Goers in Top DMA's to Now See Behind-the-Scenes Footage and Red
Carpet Coverage Before Watching Movies in Theaters***

(Albuquerque, NM) January 17, 2011 – REELZCHANNEL – TV About Movies® has joined with Spotlight Cinema Networks to provide unique branded programming for movie pre-shows for its exhibitor partners including Landmark Theatres, Angelika Film Centers and Laemmle Theatres. The announcement was made by John deGarmo, REELZCHANNEL SVP of Sales and Distribution.

This new agreement brings REELZCHANNEL red carpet coverage and behind-the-scenes footage to Spotlight's key exhibitors in the following cities: New York, Los Angeles, Dallas-Ft. Worth, San Francisco, Denver and Indianapolis.

"REELZCHANNEL is committed to serving movie fans and there is no better way to capture their attention than inside a movie theater," said deGarmo. "Our new relationship with Spotlight Cinema Networks demonstrates the devotion REELZCHANNEL has to delivering entertaining and informative content to our viewers, even outside the home."

"Spotlight Cinema Networks is excited to take its focus on niche cinema to the next level," said Michael Sakin, EVP of Spotlight Cinema Networks. "A key step is Spotlight's ability to provide our circuits and advertisers with custom content focused on our audience segments. We are very pleased that REELZCHANNEL has committed to supporting our objectives."

About REELZCHANNEL

REELZCHANNEL—TV About Movies® is the only cable and satellite network devoted to delivering entertaining and informative programming that is all about movies, including the celebrities, fashion, music and stories behind the stories. With shows featuring movie and entertainment experts, including Leonard Maltin, Richard Roeper, Sam Rubin and John Salley fans get trusted insight into movies wherever they're playing, whether in theaters or at home.

REELZCHANNEL reaches more than 53 million homes on DIRECTV channel 238, Dish Network channel 299, Verizon FiOS TV channel 233, AT&T U-verse channels 799/1799HD and cable systems nationwide. Find REELZCHANNEL in your area by entering your zip code at www.reelz.com/watch. Owned by Hubbard Media Group, REELZCHANNEL is headquartered in Albuquerque, NM with an entertainment bureau in Los Angeles.

For more information, please contact the REELZCHANNEL Media Line

877- REELZTV (733-5988) / pr@reelz.com

About Spotlight Cinema Networks

Spotlight Cinema Networks is the first major cinema advertising organization focusing on niche audiences within the greater cinema space. Spotlight represents more than 35 exhibitors in the US by providing a unique advertising program well-suited for the desirable Adult audience. Spotlight Cinema Networks is located in Santa Monica, California with offices in New York and Chicago.

For more information, contact Jerry Rakfeldt at 310-309-5760.

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