



## IBERIAN MARKET SALES STRONG FOR CABLEREADY AT MIP-TV

### COMPANY SECURES 1<sup>ST</sup> SPAIN DEAL FOR CHEF ANTHONY BOURDAIN'S 'A COOK'S TOUR', ALSO ADDS KEY SALES TERRITORIES TO SABRINA TOLEDO'S WATCH

NORWALK, CT, MAY 4, 2009 -- **CABLEready** ([www.cableready.net](http://www.cableready.net)), the international television program distribution and development company, experienced a strong MIP-TV market including several deals in Spain and Portugal. The deals were announced today by Sabrina Toledo, **CABLEready's** Vice President, sales and marketing.

"Our key clients in Spain continue to find success with our latest releases and worldwide hit series," said Ms. Toledo. "Bourdain is such an accomplished international chef and incredibly colorful television personality that it will come as no surprise if food-obsessed Spaniards immediately embrace 'A Cook's Tour'," said Ms. Toledo.

In a related announcement, **CABLEready** President and CEO, Gary Lico disclosed that the company has added several key territories to Ms. Toledo's existing sales responsibilities including Scandinavia, Asia and the Pacific Rim as well as Western Europe. Remarkd Mr. Lico, "I'm very pleased to be putting more of Europe under Sabrina's watch. She has been a major contributor to our ongoing success in several key parts of the globe."

Chello Multicanal-owned Canal Cocina has acquired the rights to:

- **A Cook's Tour** (35 x 30) - Chef and author Anthony Bourdain spent the first part of his career trapped in the bowels of restaurants; he then exposed the underbelly of the restaurant trade in his famous book, Kitchen Confidential. Bourdain has now solidified his place in popular culture as a gastronomic Indiana Jones, thanks to his TV series *No Reservations*. In *A Cook's Tour*, join Bourdain as he travels around the world on a quest for the ultimate dining experience, indulging his taste for bizarre cuisine and eccentric characters.

Pay TV broadcaster Teuve has obtained the rights to:

- **San Quentin Unlocked** (1 x 60) - The inner workings of San Quentin State Prison in California are chronicled for thirty days. Experience this world-famous institution through the eyes and ears of its employees and of two "lifers" still trying to make parole. The program climaxes as a string of incidents lead up to one of the largest riots the prison has seen in twenty years.

Biography Channel in Spain and Portugal gained the rights to:

- **Inside the Actors Studio** (13 x 60) For the 11th time, *Inside The Actors Studio* has received an Emmy nomination for Outstanding Non Fiction Series. *Inside The Actors Studio* is an interview

series in a class all its own. James Lipton, Dean Emeritus of The Actors Studio has created an institution in the interview world, having sat down with more than 180 of the world's most accomplished artists – from actors and directors to musicians and comedians. Lipton's studious research and enlightened curiosity has inspired his guests to open up and confess their deepest thoughts about their craft. \* *Now seen in over 120 countries!* \* *Eleven-time Emmy award nominee for "Outstanding Non-Fiction Series", 1997-2008.*

Documentary channel Odisea/Odisseia in Spain and Portugal acquired the rights to:

- **Medical Detectives** (16 x 30) The inspiration for the dramatic series CSI, each episode profiles intriguing crimes where science catches the bad guy. Follow coroners, medical examiners, physicians, law enforcement officials, journalists and legal experts as they put together the pieces of the crime puzzle.

FOX in Spain and Portugal acquired the rights to:

- **InFANity** (4 x 30) - The ultimate guide to what's happening on the hottest shows on television! Through cast interviews, profiles, topical discussions, and exclusive sneak peeks of upcoming episodes, InFANity brings viewers ringside for their favorite shows - Ugly Betty, Heroes, COPS, to name a few - and with a more in-depth look than can be found anywhere else on TV!
- **Before They Were Stars** (1 x 30) - The cast of Grey's Anatomy is considered one of the hottest on television. You know them now, but did you know them before they were TV stars? Tune in and find out how stars Patrick Dempsey, Katherine Heigl and the rest of the sexy docs from Seattle Grace found their way to prime time success on one of America's most successful hospital dramas.

FOX in Portugal obtained the rights to:

- **TV's Sexiest Stars** (4 x 30) - Actors, comics and TV insiders review the sexiest men and women in television history and the impact these beauties have had on TV and pop culture. The specials in this series include *TV's Sexiest Women Of All Time*, *TV's Sexiest Men Of All Time*, *TV's Sexiest Stars*, and *TV Sexiest Doctors*. Find out who ranks as the sexiest man and woman, which celebs are the biggest TV turn-ons, and who's turning up the heat in the ER and OR... Eva Longoria, Jennifer Love Hewitt, Matthew Fox, Patrick Dempsey, and more!

#### **About CABLEready:**

[CABLEready \(www.cableready.net\)](http://www.cableready.net), based in Norwalk, CT, is the television industry's premier independent program representation firm with clients located across the globe. Established in 1992 to represent existing program libraries, develop original program ideas and series franchises, CABLEready has licensed more programs to U.S. cable networks than any other program distributor. Its successes include **Inside The Actors Studio**, a hit on Bravo in the U.S. and airing in more than 100 countries worldwide; **Forensic Files**, TruTV's top-rated and longest-running series; and countless other series and specials. CABLEready is the exclusive international distributor for such global factual programming brands as New York Times Television and TV Guide Network. CABLEready also distributes programs on behalf of Lionsgate, Weather Channel, and TruTV (formerly Court TV). *Inc. Magazine* named CABLEready as one of America's 5000 fastest growing private companies and the only TV programming company in 2007 and 2008.

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