



**CABLEREADY EXPANDS PORTFOLIO THROUGH ACQUISITIONS OF SEVERAL NEW SERIES;  
CONCURRENTLY INCREASES LINE-UP OF EUROPEAN PRODUCED ORIGINAL PROGRAMMING**

**Also Secures Worldwide Rights to Programs Featuring**

**Acclaimed Celebrity Chefs Eric Ripert and Todd English**

**NORWALK, CT, SEPTEMBER 19, 2011** — CABLEready, the international television program distribution and development company, has significantly increased its programming line-up via acquisitions of several new original series. Through its newly inked agreements with Finland's Aito Media and Spain's D4D, the company has also expanded its offerings of content produced by European production companies. The announcements were made today by Gary Lico, President and CEO, CABLEready.

As well, by adding a pair of series hosted by acclaimed chefs Eric Ripert and Todd English, the company has also expanded its foothold in the food show category. CABLEready already distributes such programs as *The Minimalist* with New York Times food writer, culinary expert and TV personality Mark Bittman and *A Cook's Tour*, hosted by celebrity chef, TV personality and author, Anthony Bourdain.

Remarked Mr. Lico, "Having been successful in bringing high quality U.S. programming to broadcasters around the world, we're excited to be increasing our line-up of series produced by European companies. These new shows will allow us to provide our broadcast partners with programming featuring an even broader scope of culture, themes and viewpoints from around the globe."

***Avec Eric (23 x 30 – All worldwide rights {except U.S. and digital})*** – For celebrated chef Eric Ripert, life is a journey filled with good friends, great locations and memorable meals. Join Eric as he travels the world to meet with renowned chefs and friends to demonstrate how to turn a simple meal into a shared adventure. The series, produced by Anomaly, airs on PBS in the U.S. and won the 2011 Daytime Emmy Award in the "Outstanding Culinary Program" category.

***Food Trip With Todd English (11X30) – All worldwide rights {except U.S., South Korea}*** – Join celebrity chef and restaurateur Todd English as he travels the world in search of inspiration and

shares his talent for reinventing traditional cooking. English will travel from Israel to Italy to South America and beyond to discover and experience all that each location has to offer. The series is produced by Todd English Productions. Airs on PBS in the U.S.

***Heartbeat (16 x 30 – All worldwide rights {except Finland})*** – This docudrama series follows families as they experience one of the biggest turning points in their life – the birth of a child. Experience the hope, fear, anticipation and joy as these families prepare for their newest addition. The series is produced by Aito Media (Finland).

***30 Days on the Silk Road (10 x 60 – All worldwide rights {except Scandinavia})*** – Take a trip down the ancient Silk Road and experience modern life on one of mankind’s most legendary routes. Host and well-known Finnish actor Ville Haapasolo helps paint a vivid picture of some of the most fascinating places on earth. The series is produced by Aito Media (Finland).

***World Cities 3D (13 x 60 – U.S. rights only)*** – Each episode of this series documents the experience of vibrant travel guides as they learn and share the history and culture of cities all across the world. For the first time in stereoscopic 3DS, viewers will be able to travel the world in the comfort of their living rooms. The series is produced by D4D (Spain).

***Across Russia in 30 Days (8 x 60 – All worldwide rights {except Scandinavia})*** – Join well-known Finnish actor Ville Haapasolo as he travels across Russia, immersing himself in Russian culture and history all along the way. As Haapasolo makes his way across one of the world’s most controversial and surprising countries, he will experience everything from a Communist party protest to a light-hearted fishing trip with a Russian comedian. The series is produced by Aito Media (Finland).

#### **About The Companies of CABLEready:**

CABLEready ([www.cableready.net](http://www.cableready.net)), which was launched in 1992 as a single entity licensing cable television programming in the U.S., is today a company which not only distributes programming globally, but is involved in cable programming research and analysis through **CableU.tv**, and in production as well as duplication services through **CABLEready Productions**.

**CABLEready** continues to be the television industry’s premier independent program representation firm with clients located across the globe. The company’s core business is the representation of existing program libraries and the development of original program ideas and series franchises. CABLEready has licensed more programs to U.S. cable networks than any other program distributor, including such global hits as ***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 also the exclusive international distributor for such global factual programming brands as New York Times Television, Lionsgate and Reelz Channel. [INC Magazine](#) named CABLEready one of America's 5000 fastest-growing private companies – the only television programming company listed – in 2007, 2008, 2009 and 2010.

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