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**INDUSTRY COMPANIES BAND TOGETHER TO RAISE RELIEF FUNDS FOR JAPAN
RE:SOURCE MEDIA INC. AND CABLE READY TO OFFER FREE PROGRAM TO PROMOTE
CHARITABLE EFFORTS TO HELP EARTHQUAKE AND TSUNAMI VICTIMS**

'Through The Eye of the Storm: A Celebration of Japan' Available Now Through MIP-TV

NORWALK, CT, MARCH 17, 2011 – CABLEready, the international television program distribution and development company, and Re: Source Media Inc. have combined forces in an effort devoted to supporting the American Red Cross, the Salvation Army and GlobalGiving to help Japan's earthquake and tsunami victims. The announcement was made jointly today by Gary Lico, President and CEO of CABLEready and Kevin Fox, CEO, Re: Source Media Inc.

Through The Eye of the Storm: A Celebration of Japan (1x60 in HD) will showcase Japan and features content from two series which were recently filmed in Japan by Re: Source Media. Instead of commercials, the breaks in the program will feature calls to action to support the individual work of these important charities. Jody Ness (host of Re: Source Media-produced ***Wine Portfolio***) will host the one-hour special which will have its world premiere on CNBC World in the U.S. and be simulcast in Canada on March 26.

The companies are offering any network an HD or SD master free of charge provided the program can be scheduled to attract the most support. Interested broadcasters can visit the CABLEready Stand R31.17 during MIP-TV or can contact both companies directly.

Remarked Re: Source Media's Mr. Fox, "We have production bureaus in Bangkok and Beijing and have spent a lot of time working in Japan over the years. We also have Japanese employees on staff and so as a company we felt compelled to do something in our own way to help." Added CABLEready's Mr. Lico, "We've always reached out to aid worthy causes. This time we're asking our clients to join us to make a positive impact."

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