

**CABLEREADY SECURES EXCLUSIVE INTERNATIONAL DISTRIBUTION RIGHTS
TO GLOBETROTTING 'WINE PORTFOLIO' SERIES**

**Each Episode Features Restaurateur and Renowned Wine Lover Jody Ness Exploring the
World's Best Food, Luxury Travel and, Of Course, Great Wine Experiences**

NORWALK, CT, DECEMBER xx, 2009 — **CABLEready**, (www.cableready.net), the international television program distribution and development company, has secured the exclusive international distribution rights to the **Wine Portfolio** a unwavering celebration of luxury travel, unique experiences and touching cultural expressions. The series (10x30 in HD) not only showcases the beauty of legendary wine producing regions, but also the venues know for world class food and wine consumption. Produced by Re:Source Media, **Wine Portfolio** is hosted by Jody Ness, a restaurateur and renowned wine lover.

Noted Sabrina Toledo, **CABLEready's** vice president of sales and marketing, "Gourmet cuisine and fine wines, like music, speak in a universal language shared by the world over. Viewers, no matter their native tongue, will find Jody's engaging and informative style both appetizing and easy to digest as he opens new gastronomic vistas across the globe through his incredible passion for these subjects."

Mr. Ness has a very direct philosophy when it comes to wine, "I savor every glass and enjoy every drop I drink. Every bottle of wine is unique and each new taste tells a different story. For me wine is a pleasure, a gift from nature, and a testament to a winemaker's years of hard work. It should be enjoyed, and shared. And so my mission is a simple one, I want to pass on my love of wine and help others to experience the best of the wine lifestyle."

A sampling of episodes from **Wine Portfolio** includes:

- *Italy: Amore Italia* – Mr. Ness travels to the North of the country to learn from Italian Master Winemakers; meet one of the country's most celebrated Chefs; and, to experience the beauty and culture of Venice.
- *South Africa 2: The Future of Wine* – South African wines are famous for their blending of old world styles in a new world environment. This innovative spirit is seen throughout the country. Mr. Ness explores this pioneering spirit on horseback as he treks to the newest areas of wine development on the continent. He journeys to the heart of African culture while sampling indigenous cuisine and African hospitality.

- *China: The New “New World”* – Fueled by the appetites of 1.5 billion consumers, China is emerging as a hot new destination for food and wine. Mr. Ness travels to the middle of this fascinating nation to get an insider’s view of the burgeoning food and wine scene of Beijing, Shanghai and some of the smaller and more remote regions. Viewers have a rare opportunity to virtually experience the next great wine destination in its infancy.

About Re:Source Media:

Re:Source Media is an integrated, creative organization focused on developing broadcast and broadband media properties for the international marketplace. Founded in 1988, Re:Source Media is a privately held company with offices in Toronto and production partners in New York, London, Bangkok and Cape Town. Recent productions by Re:Source Media include KARMA TREKKERS, a series illuminating the power, passion, mystery and intrigue of ancient peoples, customs and places; and PICTURE THIS, a lifestyle enhancement series airing on Discovery Home and Discovery HD Theater.

About CABLEready:

CABLEready (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 ReelzChannel. 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 highest ranked TV programming company in 2007, 2008 and 2009.

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