

CABLEREADY ADDS 'LORE' TO ORIGINAL SERIES LINE-UP FOR NATPE

New HD Series is Result of Hybrid Mix of True Crime and Folklore Tales

NORWALK, CT, JANUARY 11, 2009 — **CABLEready**, (www.cableready.net), the international television program distribution and development company, along with the newly acquired original HD series **Lore**, are bringing a diverse slate of television series and programming to NATPE 2010.

Remarked Gary Lico, President and CEO of **CABLEready**, "Based on our long-standing reputation in the global marketplace, **CABLEready** continues to be the first choice for producers of high quality programming seeking a distribution partner. This has resulted in our ability to provide broadcasters with premium content that attracts viewers and advertisers while enhancing their overall program line-up."

Lore (5 x 120 - HD) - From the producers of *Women Behind Bars* and *Women on Death Row* comes **Lore**, an all-new docu-thriller series. Utilizing awe-inspiring stories based on the events of true crimes that embrace folklore, this series strives to create a new genre of television by combining the testimonials of real people with feature style film-making. From blood-sucking vampires to the hunting of humans, **Lore** exposes you to legends that until now, seemed to be nothing more than fiction.

Wine Portfolio (10 x 30 - HD) - **CABLEready** recently secured the exclusive international distribution rights to this globe-trotting series that provides an unwavering celebration of luxury travel, unique experiences and touching cultural expressions. The series not only showcases the beauty of legendary wine producing regions, but also the venues known 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.

What I Learned From The Movies (10 x 30) - takes a comedic look at the power of cinema and how movies have shaped our lives. Each half-hour episode covers a different topic such as sex, divorce, or work. Using real movie clips combined with animated graphics, ReelzChannel TV commentators share with the audience the cultural wisdom that movies impart.

Spotlight (weekly half-hour x 52 weeks) - is a half-hour original series covering movies from every angle. Movies, actors and special events can all be found in the spotlight each week, as the show presents material not available anywhere else – including extended interviews, trailers and clips, behind-the-scenes reporting and news. "ReelzChannel Spotlight" is the TV

equivalent of DVD bonus features, with a much broader range of coverage aimed at satisfying viewer demand for more on everything about movies.

Secret's Out (weekly half-hour x 52 weeks) - is the show the renowned movie critic has always wanted to do. Each week, Maltin shares with movie fans the hidden movie gems playing in theaters, on Pay-Per-View, Video-On-Demand, DVD, and premium channels. The show spotlights scene-stealing and star-making performances, and incredible movies lost on the shelf.

Hollywood Dailies (weekly half-hour x 52 weeks) - What's the best part of going to the movies besides the popcorn? The movie trailers, of course! *Hollywood Dailies* is a lively half-hour series hosted by two passionate movie fans, Jill Simonian and Jeremy Parsons, in which they share their views on Hollywood's newest movie trailers.

Movies & Music (weekly half-hour x 52 weeks) - Who doesn't love a good movie soundtrack? Movies like *Fame*, *The Breakfast Club*, and *Saturday Night Fever* have memorable music that defines generations so we're celebrating movie music with a daily half-hour show! Every episode features a different theme from dance movies packed with hits to musicals with celebrated songs that stick in your head long after the credits.

Chain Gang Girls 2 (2 x 60 - HD) - What do a car thief, a speed addict, and a prostitute have in common? 10 feet of steel-linked chains working side by side doing time. They're part of a 15-woman chain gang. They paint over graffiti, bury dead John Doe's, and clear highway brush. Is it torture or tough love? Meet the women and law enforcement officers of this public punishment plan on *Chain Gang Girls 2*.

Women Behind Bars - Season 3 (12 x 60 - HD) now in production - This series explores the wide range of motivations that compel females to commit murder. Meet their family and friends to see how everyone's life has been transformed, and learn where these women end up and the fate that now awaits them.

Into The Wild (50 x 30 - HD) - Join world-famous wildlife expert, author and TV personality Jack Hanna as he embarks on exciting adventures to all corners of the globe and encounters fascinating animals and cultures.

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 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.

#####

Press Contacts:

Don Ciaramella
The Lippin Group / NY
212-986-7080
don@lippingroup.com

Paul Nichols
The Lippin Group / LA
323-965-1990
pnichols@lippingroup.com