



**DRAFT FOR DISCUSSION**

**CABLEREADY'S MIP-TV SALES PROPELLED BY NEWCOMER –  
'TONY AWARDS' – WHICH GETS PICKED UP IN JAPAN,  
AUSTRALIA, NEW ZEALAND AND LATIN AMERICA**

**COMPANY ALSO LOCKS IN RENEWAL DEALS FOR  
'INSIDE THE ACTORS STUDIO' AND 'HOLLYWOOD DAILIES'**

**NORWALK, CT, MAY xx, 2010**—**CABLEready**, the international television program distribution and development company, experienced a strong MIP-TV market including deals in Germany, Israel, Scandinavia, Japan, Australia, New Zealand and Turkey. The *Tony Awards*, made available for the first time internationally by **CABLEready**, was picked up by broadcasters in four major territories. The deals were announced today by Sabrina Ayala, vice president, sales and marketing.

“The overall good news was that broadcasters were at MIP-TV to conduct business and they were looking for the type of high quality programming like the Tony Awards. While an American event, the Tonys have broad global appeal as it showcases the best of Broadway, and broadcasters know their audiences will be drawn in by the dramatic performances and celebrity appearances,” said Ms. Ayala.

MICO for NHK, Japan; Pramer for Film & Arts Channel, Latin America; Sky Television for The Arts Channel for New Zealand; and Foxtel for BIO Channel, Australia all obtained rights for:

- ***Tony Awards*** (3 hour live event – 1 x 60 / 1 x 90 special) - This prestigious and star-studded award show recognizes achievement in live theater, celebrating the very best of Broadway LIVE on June 13, 2010! CBS's broadcast of the 63rd annual Tony Awards in 2009, hosted by Neil Patrick Harris, delivered its best ratings in three years, posting double-digit percentage gains in viewers and key demographics. Broadway is bigger than ever thanks to stars like Hugh Jackman, Catherine Zeta-Jones, Daniel Craig, Scarlett Johansson, Sienna Miller, Jude Law, and Denzel Washington now gracing the stage! Unique star power and an iconic entertainment event, available immediately in territories worldwide.

Viasat, Sweden & Denmark and Chello Zone for Zone Club channel, Eastern Europe renewed 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. Premiered on Food Network, USA.

Pramer for Film & Arts Channel, Latin America; Noga Communications for Channel 8, Israel; and Sinema TV, Turkey acquired new episodes of:

- ***Inside The Actors Studio*** (72 x 60 and 15 x 120) - For the 12th 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.

Nonstop Television for Star Channel, Scandinavia, Benelux & Eastern Europe and NBC Universal for Hallmark Channel, Latin America acquired rights to:

- ***Hollywood Dailies*** (52 x 30) – 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.

ZED/RTL Belgium acquired the rights to:

- ***What Were You Thinking?*** (13 x 60) - We've all made stupid mistakes – locked our keys in the car, or sent an e-mail trashing the boss and accidentally copying the boss – and most of the time we get away with it. This series reveals what happens when these mishaps are captured on video! Not only do we show the incident, we also ask the person, *What Were You Thinking?* Premiered on TLC, USA.

Chello Zone for Zone Club channel, Eastern Europe, also renewed the rights to:

- **Picture This** (20 x 60) - This lifestyle enhancement series follows contestants as they attempt to create a desired look for each other using only photos to guide their projects and realize each other's vision. Can a husband create a romantic, Hawaii-themed dinner under the stars for his wife? Can she build the new home office he needs? It's a race to see if the end results will match the pictures. Premiered on Discovery Home Channel, USA. Produced in 2004-2006

Nonstop Television for Star Channel, Scandinavia, Benelux & Eastern Europe obtained the rights to two additional ReelzChannel series:

- **Spotlight** (52 x 30 weekly series) - This half-hour original series puts the spotlight on topics like our fascination with fear through scary movies or how Comic-Con changed movies forever. 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.
- **What I Learned From The Movies** (10 x 30) - Surviving disasters, coping with superpowers, and cracking conspiracies are among the valuable life lessons movies give us. *What I Learned From The Movies* is a hilarious take on the cultural wisdom that movies impart. Using real movie clips combined with animated graphics and razor wit, ReelzChannel commentators share what they've learned from the movies.

Sinema TV, Turkey also renewed:

- **Hollywood One on One** (50 x 30 – New Episodes) - This Emmy Award winning series has the inside connection to movie stars known and loved all over the world. *Hollywood One On One* brings you the world's biggest films and introduces your favorite actors up-close and uncensored! Premiered on Starz-Encore, USA.

**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 through **CableU.tv** is involved in cable programming research and analysis, and in production as well as duplication services respectively 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 continues to be 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), countless other

series and specials and *CABLEready* is the exclusive international distributor for such global factual programming brands as New York Times Television and TV Guide Network. INC Magazine named *CABLEready* as one of America's 5000 fastest growing private companies and the only television programming company in 2007, 2008 and 2009.

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