



**CABLE READY FORMS CABLE ready PRODUCTIONS
NEW DIVISION TO HANDLE DUPLICATION AND CONVERSION SERVICES**

Company Promotes Eric Benitez to Run CR Productions

NORWALK, CT, AUGUST 25, 2008 – CABLE *ready* (www.cableready.net), the international television program distribution and development company, has launched CABLE*ready* Productions, a new division which provides complete duplication and standard conversion services from and to: HDCAM 1080 60i, HDCAM 1080 50i, Digi NTSC, Digi PAL, Beta SP NTSC, Beta SP PAL, VHS NTSC, VHS PAL, VHS NTSC, VHS PAL, DVD NTSC and DVD PAL formats. CABLE*ready*'s Eric Benitez will oversee the operations of the new unit.

Noted Gary Lico, CABLE*ready*'s President/CEO, "We're excited to be expanding our operations into this arena, which is a natural extension of our core businesses. Eric has exhibited strong leadership qualities during his time with the organization and he's the perfect choice to oversee the operations and nurture the growth of CABLE*ready* Productions."

Additionally, CABLE*ready* Productions' Final Cut Studio provides editing, audio conversions, video compression and DVD authoring services. The new division is already servicing the needs of such clients as Steadfast International (UK), Global Telemedia (USA), and Scott Patrick Productions (USA).

An integral part of the CABLE*ready* team for the last seven years as its operations manager, Eric Benitez has been promoted to Director of Operations for both CABLE*ready* and CABLE*ready* Productions. Mr. Benitez will continue to assist in rights management for CABLE*ready*, reporting to Senior Vice President of Operations Lou Occhicone, and service clients' technical needs while also managing the day-to-day operations of the newly formed CABLE*ready* Productions. Mr. Benitez was integral in the planning and launch of the new company. Prior to joining CABLE*ready*, Mr. Benitez served as Commercial Coordinator for Paid Programming for both OLN (now Versus) and Speedvision.

About CABLE ready

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 125 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 and TV Guide Network. CABLEready also distributes programs on behalf of Lionsgate, Weather Channel, and TruTV. Inc. Magazine named CABLEready as one of America's 5000 fastest growing private companies and the highest ranked TV programming company in 2007.

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