

**CABLEREADY PRODUCTIONS RECEIVES 13-EPIISODE ORDER FROM SPEED CHANNEL
FOR 'INTERSECTIONS', COMPANY'S FIRST ORIGINAL PRODUCTION**

**Successful Pilot Leads to Network Pick-up and Brand-New Series Which will be Introduced
to International Buyers at MIPDOC**

NORWALK, CT, MARCH 8, 2010 — CABLEready Productions, the development, production and duplication unit of parent CABLEready, has received a greenlight for its first original television series from SPEED Channel. *Intersections*, which focuses on the stories of two people on two different missions with the support of two very different machines, has received a 13 episode order following the success of a recent pilot for SPEED Channel. The series is produced in association with Bosch Media and Blue Chip Films. CABLEready will also handle international distribution of *Intersections*, and will be offering the series for the first time during MIPDOC (and during MIP-TV at Stand #R31.17), the company announced today.

Said Gary Lico, President and CEO, CABLEready, "The SPEED Channel pick-up of the *Intersections* series is another benchmark moment for our company. With our longtime involvement in the distribution of cable programming on the CABLEready side and our analysis of cable programming performance on the CableU side, it seems a natural progression that we should also be active in the arena of producing cable originals." He added, "We are pleased to be partnered with Bosch Media out of Minneapolis and Blue Chip films out of Norwalk, on our first original production!"

"No matter how technologically advanced any man-made machine may be, its potential is both defined and limited by the people that created it; the two are fundamentally linked," said Robert Ecker, SPEED VP of Programming and Executive Producer. "That's what *Intersections* is really about – the complex relationship between state-of-the-art hardware and its flesh-and-blood counterparts. The science and engineering is fascinating, but it's the stories of the people that risk their lives operating them that provide the heart of the series."

Intersections takes two seemingly different speed machines and compares the similarities of each as well as of their drivers' experiences. The series will focus on a particular moment or series of moments that intersect and examine the technology and training involved that while seemingly unique at first glance, become intertwined as a result of the comparisons of both vehicles and drivers.

Each episode will be shot on location with the machines and drivers performing their ‘missions.’ To reveal the moment their lives and machines intersect, behind-the-scenes footage, interviews, slo-motion photography, CGI and still photography are utilized.

Intersections will entertain and inform while giving techno-geeks, motor heads and story lovers of all kinds the “ah ha” moments they crave about their favorite pastime, speed. In order to do this the show looks to intersect an intricate series of events that must come together to avoid disaster. While danger is not glorified, each episode does clearly explore the stakes involved when man meets machine.

A good example is the series pilot. Featured were NHRA’s Top Fuel Dragster Champion Tony Schumacher and the US Navy’s Lt. Aaron Ochalek and their vehicles — the Army top fuel dragster and the F/A-18 Super Hornet.

About The Companies of CABLEready:

CABLEready (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.

The company’s **CableU.tv** (www.cableu.tv) division is a cable programming research firm that on an ongoing basis monitors, analyzes and issues in-depth reports on network performance and programming trends. Founded in 2006, **CableU.tv** provides industry professionals with objective, third-party insights on a wide range of topics concerning the ever-changing cable programming landscape. In addition to senior network executives, programmers and researchers using the site for competitive comparative analysis, the site is popular with television producers looking for information on network needs and trends. **CableU.tv** was created to fill this information gap and level the playing field for producers and the industry at large by making this information easily accessible.

Launched in 2008, the company’s **CABLEready Productions** (www.crproductions.tv) provides a comprehensive array of duplication services to networks, production companies, corporations and media distributors around the world. From High-Definition Video for television broadcast, to DVDs and CD-ROMs for trade shows and mail-outs, CABLEready Productions can convert your video into any format. Our in-house studio is equipped with the latest duplication technology, and our staff members are trained and experienced in the latest duplication techniques. Today the activities of the unit have been expanded to include the development and production of original television series and programming.

About SPEED:

SPEED™, anchored by its popular and wide-ranging coverage of NASCAR, is the nation’s first and only cable

television network dedicated to automotive and motorcycle racing, performance and lifestyle. Now available in more than 79 million homes in North America, SPEED is among the industry leaders in interactive TV, video on demand, mobile initiatives and broadband services. For more information, please visit SPEEDtv.com, the online motor sports authority.

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