



## **CABLEREADY PROMOTES LIZ LEVENSON TO DIRECTOR OF PROGRAM DEVELOPMENT**

**NORWALK, CT, MAY 11, 2009 --** **CABLEready** ([www.cableready.net](http://www.cableready.net)), the international television program distribution and development company, has promoted Liz Levenson to director of program development. The announcement was made today by Gary Lico, president and CEO of CABLEready.

Remarked Mr. Lico, "Liz has made important contributions to CABLEready by energizing our efforts to grow our original programming, both internally and with outside partners. As well, her role in CableU truly is key to the company's ongoing success."

Ms. Levenson most recently served as the company's manager of programming. She is responsible for supervising all acquisitions and submission and also works closely with CABLEready's program suppliers on original projects while also spearheading all internal development work. Additionally Ms. Levenson is a programming analyst for CableU, a sister company that is a first-of-its-kind, subscription-only online service providing ongoing competitive analysis of performance and trends concerning nearly 150 cable networks. She joined CABLEready in 2006 and serves as the company's Director of Program Development.

Prior to joining CABLEready, Ms. Levenson was On-Air Promotions Coordinator at CourtTV (now know as TruTV) in New York. Earlier in her career she served as Development Coordinator at Versus (formerly Outdoor Life Network.) She holds a BFA in Dramatic Writing from New York University's Tisch School of the Arts.

### **About CABLEready:**

**CABLEready** ([www.cableready.net](http://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 TV Guide Network. 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 only TV programming company in 2007 and 2008.

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