



CABLEREADY PRODUCTIONS TO DEBUT NEW HALF HOUR SERIES

'THE MINIMALIST' AT MIPDOC AND MIP-TV

13 Episodes Available in High Definition Featuring Food Extraordinaire Mark Bittman;

Series Based on the Success of The New York Times Column and Videos

NORWALK, CT, APRIL 6, 2010 — CABLEready Productions, the development, production and duplication unit of parent CABLEready, has produced 13 HD episodes of the new half hour series, ***The Minimalist***, which the company will unveil at MIPDOC and MIP-TV (Stand #R31.17).

New York Times food writer, author, culinary expert and TV personality Mark Bittman teaches viewers how to prepare simple yet fabulous dishes from beginning to end. Each episode of ***The Minimalist*** showcases several recipes around one theme. Episode themes include a variety of cuisines and ingredients ranging from Asian, Beef, and Pasta to Seafood, Soups, Spanish and Vegetables.

Said Gary Lico, President and CEO, CABLEready, "Mark Bittman is an amazing talent and world-renowned author with a huge loyal following who love watching his culinary exploits and then duplicating his yummy, easy-to-follow recipes. He's a fun guy!" He added, "As an entrepreneurial company we're excited about bringing CABLEready's two new home-grown series - ***The Minimalist*** and ***Intersections*** - to the international marketplace in Cannes."

"I'm not a chef and I never have been. And though I've cooked with some of the best-known chefs in the world, I've never had formal training and I've never worked in a restaurant," said Mr. Bittman. "None of which has gotten in the way of my mission to get people cooking simply, comfortably and well."

In 1990, Bittman began writing for The New York Times and within the next few years began writing "The Minimalist" weekly column. Among others, he has completed books such as the blockbuster best-sellers *How to Cook Everything*, *How to Cook Everything Vegetarian*, *The Best Recipes in the World* and *Food Matters*, a look at the links among eating too much meat, obesity, global warming and other nasty features of modern life.

Over the last few years, *The New York Times* has been producing weekly videos of “The Minimalist” featuring Bittman and he can also be seen on the *Today Show* every couple of weeks. Bittman hosted a public television series based on *How to Cook Everything* and this past year he traveled to Spain to tape *Spain: on the Road Again*, another series for public television.

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 The New York Times Company:

The New York Times Company, a leading media company with 2009 revenues of \$2.4 billion, includes The New York Times, the International Herald Tribune, The Boston Globe, 15 other daily newspapers and more than 50 Web sites, including NYTimes.com, Boston.com and About.com. The Company’s core purpose is to enhance society by creating, collecting and distributing high-quality news, information and entertainment.

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