



CABLEREADY ADDS TWO INDUSTRY VETERANS AS PART OF NEW GLOBAL EXPANSION:

DAVID FOX AND ASSOCIATES, CABLEREADY FORM NEW JOINT VENTURE TO FOCUS ON SOURCING ORIGINAL CANADIAN PROGRAMMING FOR U.S. AND INTERNATIONAL MARKETPLACE

PETER DE JONG, FORMER AETN EXECUTIVE NAMED VP, SALES & MARKETING

CANNES, FRANCE, OCTOBER 4, 2010 — As part of a new global expansion strategy, CABLEready President & CEO, Gary Lico announced today at MIPCOM that the company is adding two veteran industry executives with successful track records in the international television marketplace. Mr. Lico explained that, while CABLEready has a strong core business, as the marketplace continues to evolve due to technological and economic forces, the timing is right for the company to look to embrace and expand by targeting new programming categories and territories.

According to Mr. Lico:

- David Fox and Associates CEO, David Fox will be setting up a joint venture with CABLEready that will focus on sourcing original Canadian programming – both library and advanced in development properties - for international distribution.
- Peter De Jong, who most recently served as AETN International's director of programming, is joining CABLEready during MIPCOM as vice president, sales & marketing and will be responsible for territorial sales and developing new marketing strategies. He had been with the AETN organization for nearly two decades.

Mr. Fox, who has specialized in Canadian programming activities since leaving Unapix Entertainment, has represented leading Canadian production and distribution companies such as Kaleidoscope, Thunderbird, Breakthrough, and Peace Arch. Mr. Fox's current company was retained in 2001 by Jay Switzer, CEO of Chum, to head US business development, a position it held until Chum's sale to CTV in 2007. Under Fox's guidance, Chum became the largest supplier to A & E's Bio Channel. Mining the Chum library, he created the magazine show *Sexplorations*, which has been running on here!TV for the last five years. At his urging Chum's Star! network reversioned its weekly movie preview show *Star! At The Movies* for other markets, which he then placed as *Bio At The Movies* which ran on the Bio channel in the U.S. for 3 years.

As co-founder and CEO, he grew Unapix Entertainment from start-up to \$40 million per year global organization. Mr. Fox was also co-founder and CEO of Fox/Lorber Associates, where he distributed programming from HBO, Showtime, Lorne Michael's Broadway Video, and the Estate of Elvis Presley. He also serves on the New York Board of Advisors of the Banff Television Festival and recently was elected financial officer of the PGA East.

At CABLEready Mr. Fox will also serve as a marketing and financial advisor. Collectively, the two companies will also look to identify properties that would be appealing to U.S. network programmers. Said Mr. Lico, "I've known David as long as I've been in the business, and he's great at what every company needs: personal contacts and business acumen. He'll aid in expanding our catalog beyond its current size and genres, and assist

in the growth of our family of companies overall. We're pleased and excited to be adding his experience."

According to Mr. Fox, "No person brings more programming knowledge and passion to the table than Gary. I know that combining our collective talents we can do more in the U.S. for the Canadian production community than I could ever accomplish on my own. *CABLEready* has a great reputation and a deep knowledge base of the marketplace, which is constantly refreshed with the research they do for their CableU.tv service."

Regarding Mr. De Jong's appointment, Mr. Lico said, "Sometimes opportunity presents itself at the very moment you're aiming at new horizons. That's exactly the case with Peter joining us at this time. Bringing a wealth of global programming experience to *CABLEready*.... he's a real programmer selling programs."

Said Mr. De Jong, "Being intimately involved in the international television arena for several years now, it's virtually impossible to not be aware of the growth and success regularly enjoyed by Gary and his *CABLEready* team. While I will miss my associates at AETN, I look forward to the unique opportunity of being an entrepreneur while representing the programming of networks and producers from around the world."

As AETN's director of programming since 2005, Mr. De Jong was responsible for the processes by which all AETN content was made available for worldwide distribution through web sites, catalogs, and production of programming highlight reels. He had oversight of the division's program acquisitions, negotiations involving program sales to U.S. government services and Canadian broadcasters, and setting strategy with channel partners concerning programming content aimed at accelerating viewership ratings and revenue goals.

Mr. De Jong also collaborated on the development of strategies for marketing, ad sales and on-air promotion for international series launches and one-off programming events. As well, he directed programming operations of all AETN channel launches including premiere schedules, program highlights, and interviewing and training of programming personnel on AETN scheduling philosophies.

Prior to this position, Mr. De Jong had served as AETN's International's manager of programming (1998-2004). He also had held the position of administrator of program information & scheduling (1995-1998) and joined the company as coordinator of network traffic operations (1993-1995). He began his career TMP Worldwide as an advertising account representative.

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 is involved in cable programming research and analysis through **CableU.tv**, and in production as well as duplication services 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 is 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) and countless other series and specials. *CABLEready* is also the exclusive international distributor for such global factual programming brands as New York Times Television, Lionsgate and Reelz Channel. *Inc.* magazine named *CABLEready* one of America's 5000 fastest-growing private companies – the only television programming company listed – in 2007, 2008, 2009 and 2010

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