



**WITH EYE ON THE LA SCREENINGS, CABLEREADY ADDS TO SALES FORCE
BY NAMING TATIANA FIGUEIREDO SALES REPRESENTATIVE**

NORWALK, CT, MAY 7, 2009 -- CABLEready (www.cableready.net), the international television program distribution and development company, with the LA Screenings just around the bend, has hired Tatiana Figueiredo as sales representative. Her appointment is effective immediately and she will report directly to Sabrina Toledo, CABLEready's Vice President, sales and marketing, and be based in the company's Norwalk, CT headquarters.

Remarked Gary Lico, President and CEO, CABLEready, "As the company has seen significant growth and is poised to expand even further this seems like the perfect time to add to our International sales force. We love the chance to take a young person with a passion for our business, and continue to build the next generation of industry leaders."

Ms. Figueiredo will be responsible for the territories of Central/Eastern Europe and Latin America. In addition to servicing existing clients, Ms. Figueiredo will be responsible for researching and actively pursuing new sales leads.

Ms. Figueiredo comes to CABLEready from Message from the Heart where she was a sales representative. In this position she was responsible for independently managing and scheduling all client visits and communication. Prior to that she coordinated activities at the Latin American TV Sales arm of BBC Worldwide. Ms. Figueiredo is also fluent in Portuguese and has advanced knowledge of Spanish. Ms. Figueiredo received her Bachelor of Arts degree in Communication from Fordham University.

About CABLEready:

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 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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