

CABLEREADY SECURES RIGHTS TO OFFER TONY AWARDS® HIGHLIGHT SHOW TO INTERNATIONAL BUYERS BEGINNING AT NATPE

Full 3-hour Event and Highlight Shows Available

NORWALK, CT, JANUARY 2010 – **CABLEready**, (www.cableready.net), the international television program distribution and development company (**NATPE Booth #405**), has secured the rights and will offer the 3-hour live event and 1 x 60 / 1 x 90 highlight programs of the 64th Annual Tony Awards® (available in HD) to all markets outside the U.S. and Canada, available immediately.

Remarked Gary Lico, “The Tony Awards has a long tradition of representing the best Broadway has to offer. Unquestionably one of the great award shows, and filled with globally known stars, THE TONYS will be a fantastic addition to the entertainment side of our program collection.”

This year’s Tony Awards, set for June 13, 2010, are presented by the American Theatre Wing and The Broadway League. The best of Broadway is recognized alongside the presence of top name celebrities and thrilling performances. Celebrity presenters from last year’s event included Edie Falco, Will Ferrell, Carrie Fisher, Anne Hathaway, Angela Lansbury and Susan Sarandon.

Last year’s Tony Awards on CBS, hosted by Neil Patrick Harris, delivered the award show’s best ratings since 2006, delivering double-digit percentage increases in viewers and key demographics, according to Nielsen preliminary live plus same-day ratings.

In comparison to the 2008 ceremony, The 2009 Tony Awards viewership increased 11% in households, 20% in adults 25-54, 18% in adults 18-49 and added 1.18 million viewers, a total increase of 19% from the 2008 broadcast.

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 programming brands as New York Times Television and ReelzChannel. 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 highest ranked TV programming company in 2007, 2008 and 2009.

About The Tony Awards:

The 2010 Tonys are presented by The Broadway League and the American Theatre Wing. At The Broadway League, Paul Libin is Chairman and Charlotte St. Martin is Executive Director. At the American Theatre Wing, Theodore S. Chapin is Chairman and Howard Sherman is Executive Director. For Tony Award Productions, Alan Wasser and Allan Williams of Alan Wasser Associates are the General Managers.

Ricky Kirshner and Glenn Weiss/White Cherry Entertainment are Executive Producers of the 2010 Tony Awards. Mr. Weiss will also serve as Director of the 2010 Tony Awards.

IBM is an official partner of the Tony Awards; IBM develops, designs, and hosts the official Tony Awards web site, www.TonyAwards.com.

Continental Airlines is an official supporter of the Tony Awards as the official airline of the Tony Awards. Audemars Piguet is the presenting sponsor of the Tony Awards Red Carpet. USA Today and Van Wagner Communications are official media partners of the Tony Awards.

#####

Press Contacts:

Don Ciaramella
The Lippin Group / NY
212-986-7080
don@lippingroup.com

Paul Nichols
The Lippin Group / LA
323-965-1990
pnichols@lippingroup.com

Shawn Purdy
Slate PR
(646) 360-1320
Shawn@slate-pr.com