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**FOR IMMEDIATE RELEASE**

**The Broadway Channel® Seeks Brand Partners**

*Announces New Entertainment Marketing Agency Blink Entertainment, LLC®*

New York, NY. October 3, 2007. The Broadway Channel® announces an innovative strategic partnership with Blink Entertainment, LLC®. Effective immediately, Blink Entertainment will be the agency of record for The Broadway Channel responsible for fusing brands with the Broadway Channel's content via sponsorships, development of original television content and Broadway related events. In addition, Blink Entertainment will seek new distribution channels for the network.

"We are thrilled to bring our expertise in branded entertainment and sponsorships to the Broadway Channel," said Erin B. Lanuti, President, Blink Entertainment, LLC. "The Broadway Channel's extensive multi-media content and varied distribution outlets allow for extensive sponsorship growth and an excellent platform for brands."

Matt Hege, Vice President of The Broadway Channel said: "We believe Blink Entertainment's brand and agency contacts coupled with their creativity will strengthen The Broadway Channel's media exposure while developing new branding opportunities for Broadway."

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The Broadway Channel and Blink Entertainment expect the partnership will enable brands to more closely align to Broadway in ways never before possible.

### About The Broadway Channel

The Broadway Channel® is a full service multimedia company that produces high quality video productions, streaming media and television programming for Broadway, Off Broadway, Performing Arts Centers and Regional Theatres. The Broadway Channel also has a partnership with Time Warner Cable with a direct fiber feed of its television programming, which further expands The Broadway Channel audience by reaching additional Manhattan hotel guests. They are also distributed in Las Vegas via Cox Broadcasting in 77,000 hotel rooms, with a 15 minute long program. These programming segments include Broadway and Off Broadway previews, both part of The Broadway Channel digital network.

- The Broadway Channel is partnered with Broadway.Yahoo.com as a content provider featuring coverage of many Broadway star studded openings throughout the season.
- The Broadway Channel is available via Sprint Cellular's Sprint TV. Sprint TV customers receive TBC content via their phones.
- The Broadway Channel via iTunes. The Broadway Channel's Broadway Previews programming is now available to the 200 million iTunes users as downloadable podcasts. RSS feeds update the show monthly.

### About Blink Entertainment

Blink Entertainment, LLC® is a dynamic boutique marketing agency with an infectious passion about brands. Split into three divisions – branded entertainment, non-traditional marketing and film financing – Blink Entertainment works with studios, networks, production companies, brands and agencies to more holistically fuse brands with entertainment.