

HOT OFF THE PRESS

COOL IN YOUR CODE

RECEIVES SIX NEW YORK EMMY NOMINATIONS



For Immediate Release

“Cool in Your Code” Captures Six New York Emmy Nominations!

New York, NY. February 7, 2008 - NYC TV’s hit television program, *Cool in Your Code (CiNYC)*, has received multiple NY Emmy nods for the 4th consecutive year. The show is a perennial Emmy favorite and has tied the record it set last year with six New York Emmy Nominations for the 2007 season.

CiNYC was recognized for its outstanding contributions in the following categories: Arts: Program/Special for “Best of Culture”; Entertainment: Program/Special for “Best of Entertainment”; Best Children’s Program Feature for “Hip Zips for Kids”; Programming - Interview Discussion for “Back on the Block” featuring Eli Wallach; Magazine Program for “Woodside”; and a third nomination for Program Host Hank Wasiak, who took home an Emmy in 2006 in the same category.

Launched in 2004 by New York based communications company The Concept Farm, *Cool in Your Code* is an infotainment series dedicated to showing even the most savvy residents what is cool, new and undiscovered throughout the city’s 200+ zip codes. The format of the show is a large part of its massive appeal. It delivers a great deal of information quickly and thoroughly, a very attractive prospect for time-starved New Yorkers.

“We’re thrilled with this year’s nominations and would like to share them with all New Yorkers, because the show really is for them and about them. If the show wins, we all win!” says Executive Producer Will Morrison.

“*Cool in Your Code*” is proudly sponsored by Pontiac and its tri-state dealerships. The show has crossed international waters with a UK version that explores the postcodes of London, through a partnership with the online edition of Britain’s newspaper of record, The Times. It can be seen at www.timesonline.co.uk/coolinyourcode

The 2007 New York Emmys nabbed *Cool in Your Code* 6 nominations and 1 win. This year’s ceremony will be held on Sunday, April 6, 2008 at the Marriott Marquis Hotel in Times Square.

To catch an episode of *Cool in Your Code*, check out NYC TV Channel 25 on Tuesdays at 8:30pm. Further information is available at www.coolinyourcode.com and www.nyc.gov/tv

