

HOT OFF THE PRESS

COOL IN YOUR CODE

NEW YORK EMMY WINNER



For Immediate Release

“Cool in Your Code” Captures New York Emmy Award!

New York, NY. April 8, 2008 - NYC TV's hit television program *Cool in Your Code (CiNYC)* has picked up its 4th NY Emmy Award victory. The Emmy darling won in the Interview/Discussion category for “Back on the Block” featuring Eli Wallach, contributing to NYC TV's total of 12 wins.

The segment took Mr. Wallach back to Sardi's, where he reminisced about his wedding and other memorable moments in his extraordinary career. “This is such an exciting win for us,” says show producer D. Michael Aspite. “Eli Wallach is a legend and we were honored to have him be a part of *Cool in Your Code*. He opened up and shared some wonderful stories.”

“This is the third consecutive year *CiNYC* has won an Emmy in the most vibrant, competitive media market in the world,” says Executive Producer/Host Hank Wasiak. “It's both a fabulous honor and continued validation that relevant, positive, entertaining content can both capture an audience and draw critical acclaim. Now that's cool.”

With a total of six nominations, *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. Video clips, events, and information can be found at our website www.coolinyourcode.com.

Cool in Your Code is proudly sponsored by Pontiac and its tri-state dealerships. The show has also crossed international waters with a UK version that explores the postcodes of London.

To catch an episode of *Cool in Your Code*, check out NYC TV Channel 25 on Tuesdays at 8:30pm.

