

PRESS RELEASE

October 20, 2008

PR 08-04

NYCTV CELEBRATES LAUNCH OF NEW FALL SEASON

New Acquisitions and Returning Favorites Round Out the Primetime Schedule

New York, NY—NYC Media Group President and NYCTV General Manager Arick Wierson today announced the launch of NYCTV's Fall Season of primetime programs. Beginning every evening at 8:00 PM, viewers can tune in to watch several new shows that have been added to the lineup, and enjoy new episodes of popular favorites. *Secrets of New York*, NYCTV's Emmy-winning original series that is also available nationally, is back for another season and will include two, hour-long specials. *The Bridge* returns with more interviews and music videos from the legends of hip hop. *Backdrop NYC* launches its second season with a new host and a new slate of short films. *The Doc Bloc*, the product of an innovative partnership between NYCTV and The Documentary Channel, has been expanded from two hours to three hours.

"NYCTV's world-famous content offers something to satisfy the entertainment tastes of everyone in this great city of ours," said NYC Media Group President and NYCTV General Manager Wierson. "We're really excited about the new season and the variety of shows we're able to feature on our schedule."

"Our programming does a fantastic job of capturing the spirit of New York City," said General Counsel and General Manager of Radio Operations Matthew Tollin. "In just five short years, NYCTV has become synonymous with New York culture."

NYCTV's primetime schedule will showcase new episodes from award-winning original series, as well as programming new to the lineup. Below are highlights of NYCTV's Fall Season of primetime programs:

- ***Secrets of New York***: hidden treasures and mysteries of New York City revealed (Tuesdays 10:00 PM).
- ***Doc Bloc***: ground-breaking documentaries from The Documentary Channel (Mondays 9:00 PM).
- ***Backdrop NYC***: buzz-worthy short films about New Yorkers, for New Yorkers, by New Yorkers (Wednesdays 9:00 PM).
- ***The Bridge***: a celebration of classic moments in hip hop through music videos (Saturdays 11:00 PM).
- ***Globe Trekker***: a video journal of adventurous world travel (Monday-Friday 8:00 PM).
- ***Spain...on the Road Again***: a culinary road trip across Spain, featuring famous actresses and celebrity chefs (Fridays 9:00 PM).

NYCTV is available on channel 25 (Time Warner Cable, Verizon FiOS, RCN); channel 22 (Cablevision); and channel 888 (Direct TV). More information about NYCTV programming is available at www.nyc.gov/tv.

###

ABOUT NYCTV

Launched in June 2003, NYCTV celebrates the history, culture and lifestyle of New York City. With its signature theme, 'Everything New York,' NYCTV's programming features the best in New York entertainment, fashion, food and more. NYCTV is the flagship station of NYC Media Group—the largest local media group in the New York City market, which includes one full-power broadcast channel, three full-power multicast DTV channels, five local basic cable TV channels, one full-power FM radio station, and an array of leading online properties, including NYCTV On-Demand. NYC Media Group also operates the Emmy Award-winning production company NYCTV Original Productions and Skyscraper

Syndication, the vehicle that distributes NYC Media Group's content worldwide across multiple platforms. To learn more about NYCTV and NYC Media Group, please visit www.nyc.gov/tv.

Media Contact:

Timi Lewis

NYCTV, NYC Media Group

212-669-7653, tlewis@tv.nyc.gov