

PRESS RELEASE

April 8, 2008

NYC TV HONORED WITH PRESTIGIOUS WEBBY AWARD NOMINATIONS

New York City's Official Network Gets Four Webby Nods, Goes Head-to-Head with ABC.com, CNET, NPR and Others

New York, NY – NYC Media Group President Arick Wierson today announced four Webby Award nominations for the network. The Webby Awards are the premier award for excellence on the Internet. The network will be competing against ABC.com, CNET, NPR and others for this coveted award. Winners will be announced on May 6, 2008. NYC TV's content is also up for The Webby People's Voice Award, which allows people around the world to vote on nominees.

"The Webbys are the 'Oscars' of the Internet and we're thrilled about these nods," said NYC Media Group President Arick Wierson. "Getting these nods our first time in the competition is a fantastic honor and speaks to how well NYC TV's content resonates with viewers across the globe and across platforms."

NYC TV received recognition for the following Webby Award entries:

- GIGS** – nominated, Online Film & Video, Music
- Secrets of New York** – nominated, Websites, Broadband
- Secrets of New York** – nominated, Websites, Government
- Apple Juice with Kela Walker** - Official Honoree, Online Film & Video, Variety

The Webby Awards are presented by The International Academy of Digital Arts and Sciences, representing leading Web experts, creative celebrities, business figures and others. This year's competition included nearly 10,000 entries from 50 states and more than 60 countries. Past winners include Google, iTunes, Wikipedia, and Flickr. This is the first time NYC TV has entered the Webby Awards.

"We create high quality content celebrating New York for our broadcast outlets and knew we could move seamlessly into creating unique, compelling content for online and other platforms," said NYC Media Group COO Trevor Scotland. "These Webby nods are a testament to our success and we're very excited to be recognized by the Academy."

Earlier this month, NYC TV won 12 New York Emmy Awards—the most won by the station in a single year, bringing its total number of Emmys to 33 awards. The network has also been honored with four Promax Awards and several national Telly Awards. NYC TV airs on Time Warner Cable channel 25 and Cablevision channel 22 in the New York Market, and on WVVH-TV in Long Island. NYC TV's original program, "Secrets of New York" is syndicated nationally via PBS stations.

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ABOUT NYC MEDIA GROUP

NYC Media Group is the largest local media group in the New York City market, spanning one full-power broadcast station, WNYE-TV (branded as NYC TV), three full-power multicast DTV channels, five local basic cable TV channels, one full-power FM radio station (Radio New York, WNYE 91.5 FM), and an array of leading online properties including NYC TV On-Demand. NYC Media Group also operates the Emmy Award-winning production company NYC TV Original Productions and Skyscraper Syndication, the vehicle that distributes NYC Media Group's content worldwide across multiple platforms.

NYC Media Group also manages a large portfolio of out-of-home media properties including Radio NYC as well as NYC TV Events, a live performance and promotional company that produces large scale music,

fashion and entertainment media events. NYC Media Group is a wholly-owned subsidiary of the City of New York.

To learn more about NYC TV, please visit www.nyc.gov/tv.

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