



WEDNESDAY, MARCH 1, 2006

FOR IMMEDIATE RELEASE

VIDEOFASHION NEWS PREMIERING ON NYC TV CHANNEL 25

NEW YORK – March 1, 2006 –Videofashion News, the award-winning weekly flagship series of Videofashion Network, will be premiering on NYC TV Channel 25 starting Thursday, March 2nd at 11:00PM throughout the New York Metropolitan Area. Each week, Videofashion News will continue to air on NYC TV, Thursdays at 11:00PM.

“Videofashion was established in New York City nearly 30 years ago during the era of Eleanor Lambert’s Plaza Press Week,” said Marlene McGinnis Cardin, Co-Founder of Videofashion Network. “As the concept of New York Fashion Week has evolved over the decades and become such an important event for the City of New York, Videofashion, from the very beginning, has been committed to documenting the designer collections, every season. We are very pleased to have Videofashion News airing on NYC TV 25, a channel equally dedicated to all things New York.”

The first two programs from the Videofashion News Spring/Summer 2006 season will highlight some of the biggest New York designer names including Marc Jacobs, Michael Kors, Anna Sui, and Donna Karan. Off-the-runway highlights of special events include Night of Stars, Victoria’s Secret archival clothing exhibition hosted by Gisele Bundchen, and Big Magazine’s celebration of Lauren Hutton.

“We have made it a point to make NYC TV into a destination for the fashion world during Fashion Week. Now, with Videofashion News, New Yorkers will have a weekly staple of fashion all year long,” said Arick Wierson, NYC TV’s General Manager.

Join Videofashion News for high-energy catwalk glitz from New York, London, Milan, and Paris. Starring the world’s greatest designers, supermodels, celebrities, and fashion luminaries, Videofashion News offers the most

important, entertaining, and informative coverage of all things fashion, both on and off the runway.

About Videofashion Network:

The Videofashion Network is the world’s largest producer and distributor of fashion, beauty and lifestyle programs and has a program output of approximately 200 fresh hours a year. Every year it covers in excess of 400 designer collections out of New York, London, Milan, and Paris and produces 12 ongoing program series. The Videofashion Library is the largest fashion archive in the world and boasts more than 15,000 hours of original footage, 1,500 completed programs, 10,000 fully edited segments. Videofashion Network programs are seen by more viewers, in more countries, and in more languages than any other fashion programming in the world.

About NYC TV:

NYC Media Group, formed in early 2005, is the entity responsible for managing and programming the City of New York’s media assets and forms an integral part of New York City’s Department of Information Technology and Telecommunications. NYC Media Group oversees one broadcast television station reaching approximately 7.3 million households, five New York City cable television networks reaching approximately 1.8 million households each, one full power FM radio station (WNYE 91.5FM), and its Emmy award-winning production company, NYC TV Original Productions.

As the premier outlet for New York City based programming, NYC Media Group is redefining the role of media in government. NYC Media Group is headed by its General Manager, Arick Wierson.