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NYC TV & RNN TO BRING MANHATTAN COLLEGE BASKETBALL TO TELEVISION IN NYC

Partnership to Feature Live Games of Manhattan College Team

NYC TV, the official television network of the City of New York, RNN (Regional News Network), a local television broadcast station, and Manhattan College announced a partnership to produce Manhattan College NCAA Basketball Games for television. The season of games will be aired on NYC TV's flagship cable channel, 74, which reaches 1.8 million homes in New York City.

RNN will air the games on its channel, which is broadcast throughout the tri-state area. Additionally, RNN will be airing (212) New-York and 311 Non-Emergency services Public Service Announcements.

Television Schedule for 2004/2005 Season:

November 21, 3:00 pm: Manhattan College Vs. South Dakota State
November 27, 7:00 pm: Manhattan College Vs. Fordham
January 15, 2:00 pm: Manhattan College Vs. Iona
February 13, 12:00 pm: Manhattan College Vs. St. Peters Women's Basketball
February 13, 2:00 pm: Manhattan College Vs. Marist

"Sports is the one area we have yet to fully develop and this partnership, which comes on the heels of great initial roll outs with local area basketball is a great stepping stone into the sports arena," said NYC TV General Manager, Arick Wierson, who added that, "this partnership allows us to begin to develop our sports programming, which we hope will feature many of New York's great athletic teams in the future".

Christian French of RNN said, "We've partnered on several occasions with the City's network and are thrilled to be able to bring fast paced NCAA basketball to NYC TV's 1.8 million cable households." Wierson also added, "With this deal we strengthen our relationship with RNN whom we partnered with in Spring 2004 to bring New Yorkers the FDNY and NYPD football games".



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About NYC TV

Launched in summer 2003 to promote 'Everything New York' and further open the window into New York City government, NYC TV is the official television network of the City of New York and is part of the Department of Information Technology and Telecommunications. NYC TV delivers content twenty four hours a day on five channels to all basic cable subscribers in New York City, reaching over 1.8 million households in the five boroughs. NYC TV's flagship channel is cable channel 74, which features the shows "\$9.99", "City Classics", "Inside the Archives" and more. NYC TV also administers programming on WNYE Channel 25 and 91.5 FM. For more information, visit www.nyc.gov/tv

About RNN

Regional News Network (RNN) operates a television station licensed to Kingston, NY, whose programming is aired in the New York Designated Market Area ("DMA") as defined by Nielsen Media Research. RNN is an independent television station reaching more than 3.5 million television households in the New York area. RNN transmits through cable, broadcast, and satellite. For more information, visit www.rnntv.com

About Manhattan College

Manhattan College, is an independent Catholic institution of higher learning which embraces qualified men and women of all faiths, races and ethnic backgrounds. The mission of Manhattan College is to provide a contemporary, person-centered educational experience characterized by high academic standards, reflection on values and principles, and preparation for a life-long career. The learning experience at Manhattan College is enriched by cooperative programs with other institutions, by postgraduate professional programs and by capitalizing on its location on the edge of the cultural center and global marketplace that is New York City.

Contact:

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