

PRESS RELEASE

November 7, 2007

PR 07-09

NYC TV TO LAUNCH "INSIDE SECRETS" VIDEO BLOG

Online series will highlight the secret ingredients that go into making the nationwide hit show; Video blog will be available for syndication across the Web.

New York, NY - NYC TV General Manager Arick Wierson today announced the launch of the station's latest video blog, "Inside Secrets," a revealing look behind the scenes of the NYC TV-produced original series, "Secrets of New York," which airs on PBS stations nationwide. The video blog will feature deleted scenes, outtakes, interviews with mystery guests, behinds-the-scenes looks at the show's special effects and more. "Inside Secrets" will be available at www.nyc.gov/insidesecrets and for syndication across the Web.

"The 'Inside Secrets' video blog is a real insider's look into what makes 'Secrets' such a phenomenon. We go behind the scenes of the Emmy-award winning series and show you everything from the magic involved in making the show's special effects to some hilarious outtakes that were left on the cutting room floor," said NYC TV's General Manager and creator of "Secrets of New York," Arick Wierson. "For the legions of 'Secrets' fans out there, this will be must-see content."

"We had no idea the show would take off so quickly and become such an instant hit," said "Secrets of New York" co-producer Harry Hunkele. "I'm looking forward to 'Inside Secrets' being another window into the show. Fans have been begging for an outlet to interact more directly with the show and this is it."

"We have such a good time producing the show, and want to shed light on more secrets than we have time to reveal in each half hour episode," said "Secrets of New York" co-producer Buboo Kakati. "I'm thrilled to kick off this new video blog."

"Inside Secrets" is NYC TV's latest video blog and part of the station's larger move into the online video space. In September 2007, NYC TV introduced its online video player, NYC TV On-Demand, a cutting-edge web site offering hundreds of high-quality video clips from NYC TV's Emmy Award-winning shows.

About "Secrets of New York"

"Secrets of New York" is a six-time New York Emmy award winning program produced by NYC TV. Hosted by New York Emmy-nominated local television personality Kelly Choi, the half-hour program has emerged as NYC TV's highest-rated original series. Shot in a fast-paced, graphically-intense documentary style, the series draws from New York City's vast collection of historical footage and photographs housed by the municipal archives. Each episode explores little-known stories or unearths long-forgotten remnants of New York City's past. Created by Arick Wierson, the show was picked up by PBS stations and is now distributed in over a 100 markets nationwide and is available on NYC TV On-Demand (www.nyc.gov/nyctvod).

About NYC TV

Launched in June 2003, NYC TV is the official network of the City of New York and is part of NYC Media Group, which oversees one broadcast TV station (WNYE-TV, channel 25), one broadcast radio station (WNYE 91.5 FM), five cable channels (71, 73, 74, 75, and 93), a broadband video site as well as production and syndication arms that produce and distribute New York City-centric content all over the world across multiple platforms. Over the past four years, NYC TV has won twenty-one NY Emmy Awards and has been nominated sixty-eight times. WNYE-TV and WNYE-FM reach over 8 million homes in New York, New Jersey and Connecticut. NYC TV's five cable channels currently reach 1.8 million cable subscribers in New York City. For more information about NYC TV, please visit www.nyc.gov/tv.

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