

PRESS RELEASE

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NYC TV TO LAUNCH "APPLE JUICE WITH KELA WALKER," A NEW ENTERTAINMENT VIDEO BLOG

Video blog to feature celebrity news and events in New York City, and 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 new entertainment video blog "Apple Juice with Kela Walker," available at www.nyc.gov/applejuice. The video blog will feature insider tips on the latest news and events in New York's entertainment scene, and will be available for syndication across the Web.

"Entertainment speaks to the culture and fabric of New York City and 'Apple Juice with Kela Walker' taps into this interest," said NYC TV General Manager. "Our viewers want to know what is happening in the world of celebrity and Kela Walker is the perfect person to give them the inside scoop. She is NYC TV's go-to host for red carpet events, celebrity news, fashion trends, and more; 'Apple Juice with Kela Walker' is another way for her to connect with viewers."

"There's always so much happening in New York's entertainment scene and I really wanted to find a new way to share celebrity news with our viewers," said Kela Walker, NYC TV personality and host of "Apple Juice with Kela Walker." "It's impossible to attend every event but I still want people to be in the know about their favorite celebs, the hottest trends and the latest buzz in New York."

"Apple Juice with Kela Walker," available online at www.nyc.gov/applejuice, 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 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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