

MARC CHERRY CONFIRMED FOR ONE-ON-ONE KEYNOTE CONVERSATION AT NATPE | CONTENT FIRST PITCHCON 2012

My Damn Channel and NATPE Present "Get Your Video On!" Contest, Exclusively for PitchCon Attendees LOS ANGELES, May XX, 2012 — NATPE | Content First today announced that Marc Cherry has been confirmed as the Keynote speaker for PitchCon 2012, which is slated for June 7 and 8 at the Hollywood Roosevelt Hotel. Cherry, creator and executive producer of ABC's hit series "Desperate Housewives," will participate in a one-on-one keynote conversation on June 7, discussing his path to success and providing valuable insight for conference attendees, most of which are emerging and established independent producers.

"It is truly a pleasure to have Marc Cherry serve as PitchCon's Keynote speaker this year and a fitting opportunity to reflect on his tremendous success to date as the eighth and final season of 'Desperate Housewives' comes to a close," said Beth Braen, NATPE's senior vice president of marketing. "This is a fantastic opportunity for attendees to hear directly from one of the industry's best about what it takes to succeed in this business."

From his days as a writer on "Golden Girls" to the international sensation of "Desperate Housewives," and now onward to a new show he has in development for ABC called "Devious Maids," Marc will share his unique perspective on the past, present and future of the content business.

In its first season, "Desperate Housewives" won Golden Globes for Best Television Series - Musical or Comedy and Best Performance by an Actress - Musical or Comedy (Teri Hatcher). The Screen Actors Guild honored the series with awards for Outstanding Performance by a Female Actress in a Comedy Series (Teri Hatcher) and Outstanding Performance by an Ensemble in a Comedy Series. In September 2005, the show was nominated for 15 Emmys with wins in six categories, including Outstanding Lead Actress in a Comedy Series for Felicity Huffman.

In other news, NATPE is working with entertainment studio and distributor My Damn Channel on a contest exclusively for PitchCon attendees called "Get Your Video On!" My Damn Channel is currently accepting submissions<<http://pitchcon.org/my-damn-channel-video-contest.html>> for original comedy videos, which will be reviewed by My Damn Channel's creative team and other top industry leaders. The winning video, which will be announced during the closing PitchCon Innovator Award luncheon honoring "The Glee Project" on June 8, will appear on one of My Damn Channel's widely viewed web locations and may be developed by My Damn Channel as a web series. The contest, which is being spearheaded by My Damn Channel's Director of Content and Executive Producer, Jesse Cowell, officially launches today and the deadline for all submissions is June 1.

My Damn Channel, part of YouTube's major original channels initiative, is premiering more than 30 new original comedy series in 2012, including My Damn Channel LIVE, a live, daily comedy show that airs every weekday at 4pm ET on

www.YouTube.com/MyDamnChannel<<http://www.YouTube.com/MyDamnChannel>> and www.MyDamnChannel.com/LIVE<<http://www.MyDamnChannel.com/LIVE>>.

For complete PitchCon 2012 schedule information, please click here<<http://pitchcon.org/schedule.html>>.