

REELZCHANNEL TOPS PRIME TIME

Network Beats All Ad-Supported Cable Networks in Prime Time Delivery Growth in Key 18-49 and 25-54 Demos Year to Year

(Albuquerque, NM) Thursday, May 24, 2012—REELZCHANNEL—TV About Movies® is the fastest-growing ad-supported cable network in prime time delivery growth. The network posted triple-digit percentage increases in delivery to key demos in prime time with exceptional growth in A18-49 (183%) and A25-54 (204%) year to year. Male and female demos also showed stellar growth with M25-54 (257%) and F25-54 (146%) year to year.

“We have an imperative to invest in exceptional original programming and this strong growth will continue in the future as we look ahead to the launch of our second original series *XIII* on Friday, June 29th and the incredible mini-series ‘World Without End’ later in the fall,” said Bill Rosolie, SVP of Ad Sales, REELZCHANNEL.

Source: Nielsen Media Research. Data reflects Live+SD viewing Q1 2012 (12/26/11 - 3/25/12) vs. Q1 2011 (12/27/10 - 3/27/11). Prime defined as M-Su 8-11p. Key demos include A25-54, M25-54, F25-54, A18-49, M18-49, and F18-49.

About REELZCHANNEL

REELZCHANNEL—TV About Movies® is the only cable and satellite network devoted to delivering entertaining and informative programming that is all about movies, including the celebrities, fashion, music and stories behind the stories. The network is also home to ambitious television events, mini-series and series featuring big stories and big stars as seen with the Emmy®-winning mini-series “The Kennedys”. With shows featuring movie and entertainment experts, including Leonard Maltin, Richard Roeper and Sam Rubin, viewers get trusted insight into movies wherever they’re playing, whether in theaters or at home.

REELZCHANNEL reaches more than 63 million homes on DIRECTV channel 238, Dish Network channel 299, Verizon FiOS TV channel 233, AT&T U-verse channels 799/1799HD and cable systems nationwide. Find REELZCHANNEL in your area by entering your zip code at www.reelz.com/watch. Owned by Hubbard Media Group, REELZCHANNEL is headquartered in Albuquerque, NM with national ad sales based out of New York City with offices in Boston, Chicago and Los Angeles and an entertainment bureau in Los Angeles.

For more information, please contact the REELZCHANNEL Media Line

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