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SHALOM TV PREMIERES ON CABLEVISION IN NEW YORK, NEW JERSEY, AND CONNECTICUT

Free Video On Demand Network Gains Largest Jewish Television Market In America

August 17, 2009 (Fort Lee, NJ) -- Shalom TV, America's national Jewish cable television network, is now available on Cablevision's free Video On Demand service to nearly three million of the company's iO TV® customers in the New York metropolitan area. The network is accessible on channel 502 "News & World."

Programs on the nonprofit mainstream Jewish network including a weekly "Jewish Film Festival," exclusive presentations from the 92nd Street Y, news from and about the State of Israel, Jewish cooking, music and cultural offerings, and interviews with leading figures who are shaping modern Jewish life.



"Cablevision is pleased to expand our Free VOD offerings with quality programming from Shalom TV," said Gary Schanman, Cablevision's senior vice president of video product management. "We have continued to add diverse and relevant content to our iO TV® digital cable service, and this commitment has helped Cablevision achieve the highest digital penetration in the country."

Shalom TV is the only place on American cable television where parents can find Jewish programs for children. For those interested in Jewish learning, the network also produces original series on reading and understanding Hebrew, studying a page of Talmud, and exploring the mysteries of Kabbalah.

"We are thrilled to bring Shalom TV to some of the leading Jewish communities in America on Cablevision, which reaches a larger percentage of Jewish households than any other cable system," said Rabbi Mark S. Golub, president and executive producer of the first Jewish network to achieve a national presence on cable television.

In addition to carriage on Cablevision, Shalom TV is available throughout the country on Armstrong, Blue Ridge, Bright House, Buckeye, Comcast, Cox, MetroCast, RCN, Service Electric Cablevision, Time Warner Cable, and Verizon FiOS. Network studios are located in Fort Lee, NJ, with the Shalom TV Web site posted online at www.shalomtv.com.

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