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## **SHALOM TV, AMERICA'S JEWISH NETWORK, COMING TO BALTIMORE AND WASHINGTON, DC ON COMCAST CABLE**

Shalom TV, America's Jewish network, launches on Comcast cable systems in Baltimore and Washington, DC next week, bringing significant Jewish programming to more than one million households in Southern Maryland, Northern Virginia, and the District of Columbia.

The move doubles the size of Shalom TV's current carriage footprint in Philadelphia, the Poconos, and Northern Delaware.



Beginning May 3, Comcast customers in the Mid-Atlantic will have full-time access to Jewish-oriented feature films (from Israel and the US), event coverage and exclusive interviews with leaders and policy-makers, news from Israel, original and classic children's shows, Torah and Talmud study, and a step-by-step Hebrew language series. All Shalom TV programs are offered ON DEMAND, allowing viewers to play, pause, rewind, and replay network shows at their convenience.

"Comcast has been instrumental in the development of Shalom TV, from standing alongside us as one of our valued launch partners to this new announcement of expanded carriage," commented network president Mark S. Golub. "We are most appreciative of their efforts to bring our compelling Jewish programming to Baltimore and Washington cable subscribers, and are excited to share this wonderful news with the Jewish community."

Shalom TV's presence in the region includes coverage of the AIPAC 2007 Policy Conference and JCPA 2007 Plenum with American and Israeli leaders such as Vice President Dick Cheney, Israeli Prime Minister Ehud Olmert, US Supreme Court Justice Stephen Breyer, and Speaker of the House Nancy Pelosi. ADL Deputy National Director Ken Jacobson recently spoke on Shalom TV, and Pastor John Hagee of Christians United for Israel expressed that Israel now has the support of millions of evangelical Christians in America. Panel discussions in the nation's capital featuring rabbis Avi Weiss, Jack Moline, and David Saperstein, an exclusive interview with US Senator Joe Biden, presentations by New York Times columnist David Brooks and French intellectual Bernard-Henri Levy at the 92nd Street Y in New York City, speeches to Brandeis University students by President Jimmy Carter and Professor Alan Dershowitz, and a conversation with hip hop legend Russell Simmons on anti-Semitism have also recently aired on the network.

"Shalom TV complements our commitment to programming that meets the diverse interests of our customers and is perfectly suited for the ON DEMAND platform," said Comcast Eastern Division Programming Vice President Michael Ortman. "As an ON DEMAND service, this important and compelling content is available to viewers whenever they want to watch it."

As the only English-language Jewish cable network in North America, Shalom TV offers mainstream programming reflecting the diversity and pluralism of Jewish life. Subscribers can watch Sony films and historical documentaries, English-language news from Israel, roundtable discussions on critical and contemporary issues, Jewish learning, travel programs from the Holy Land, and an array of other productions highlighting wonderful and exciting facets of Jewish culture.

"Shalom TV is meant for anyone interested in keeping abreast of Jewish issues, discovering Israel, and exploring the richness of Jewish tradition," added Rabbi Golub. "We are especially looking forward to bringing our network to the Baltimore and Washington Jewish communities, which are two of the most active, dynamic, and committed Jewish communities in America."

### **About Comcast**

Headquartered in Philadelphia, Comcast Cable is a division of Comcast Corporation, the nation's leading provider of cable, entertainment and communications products and services. With 24.2 million cable customers, 11.5 million high-speed Internet customers, and 2.5 million voice customers, Comcast is principally involved in the development, management and operation of broadband cable systems and in the delivery of programming content.

Comcast's Eastern Division currently serves more than 5.4 million customers along the New York to DC corridor, including New Jersey, Pennsylvania, Delaware, Maryland, Washington DC, Virginia and North Carolina. The Eastern Division also founded and manages CN8, The Comcast Network, one of the nation's largest and most honored regional 24-hour diversified television networks, seen by more than nine million homes on the East Coast. The Eastern Division is based in Oaks, Pennsylvania.

### **About Shalom TV**

Shalom TV is the work of a veteran team of Jewish and television professionals committed to Jewish life, Jewish tradition, and the State of Israel. Additional information on the service, including a listing of programs, is posted online at [www.shalomtv.com](http://www.shalomtv.com).

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