



P.O. Box 1989  
Fort Lee, NJ 07024 USA  
ph: 201.242.9460  
fx: 201.363.9241  
ws: www.shalomtv.com

FOR IMMEDIATE RELEASE  
March 27, 2009

## SHALOM TV REACHES 30 MILLION HOUSEHOLD MARK

*Rapid growth fueled by expanded carriage on Time Warner Cable, Cox, and Bright House systems, and new agreements with Armstrong and Buckeye*

March 27, 2009 (Fort Lee, NJ) -- US Jewish cable network Shalom TV has passed the 30 million household mark through new and expanded carriage agreements, making it the largest Jewish-oriented television service in American history.




Leading the network's growth has been the addition of Time Warner Cable systems across the country, including properties in New York State, the Carolinas, Dayton and Cincinnati OH, Dallas TX, and Hawaii. Shalom TV has also launched on Cox systems in Arizona, Las Vegas, New England, and Fairfax VA; as well as on Bright House Networks in Birmingham.

"The American Jewish community is fortunate to have virtually the entire cable industry committed to offering Shalom TV as a free service," announced Shalom TV CEO Rabbi Mark S. Golub. "In addition to our national carriage on both Comcast and Verizon FiOS, these new launches allow us to reach the majority of Jewish (and non-Jewish) digital homes in the United States.

Time Warner Cable and Cox systems that have carried Shalom TV since 2008 include Time Warner Cable New York City and Los Angeles, and Cox holdings in New England and San Diego.

"The rapid growth of Shalom TV has really been remarkable," notes Mark Masenheimer of Blue Ridge Communications, one of the network's charter operators. "Clearly they are effectively reaching a very loyal and interested audience, and they were the first programmers to truly recognize and fill this important niche."

 **ARMSTRONG** Among the new cable partners for Shalom TV is Pennsylvania-based Armstrong, a leading provider of television, high-speed Internet, and telephone service with more than 60 years in the telecommunications industry. The company has placed the English-language Jewish network on all its Pennsylvania and Maryland systems, covering Butler, Meadville, Zelienople, and Connellsville PA; and Bel Air and Rising Sun, MD.



Also joining the Shalom TV family is Buckeye CableSystem, a full-service cable operator in Toledo, Ohio. In addition to serving Toledo, Buckeye now brings Shalom TV's entire programming lineup to the Ohio communities of Sandusky, Bay View, Cedar Point, Castalia, Huron, Sylvania, Holland, Maumee, Perrysburg, Waterville, Rossford, Northwood, and Oregon; and Michigan towns of Temperance and Lambertville.

Shalom TV is a mainstream cultural network offering an array of Jewish-oriented feature films and documentaries, exclusive event coverage, programming from the stage of New York's 92nd Street Y, news reports and analysis, original series on Jewish learning (including an introductory Hebrew course), holiday celebrations, and shows for children.

###