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SHALOM TV EXPANDS COAST-TO-COAST "ON DEMAND" ON COMCAST AND LAUNCHES ON TIME WARNER CABLE OF NEW YORK & NEW JERSEY

Free Jewish Network Available Nationwide to 15 Million Homes Starting in February

FORT LEE, NJ -- American Jewish history will be made on February 1, 2008, when Shalom TV programming is added to Comcast's On Demand service across the country, marking the first time that a major US cable company carries a Jewish network as part of its nationwide Video On Demand lineup.



That same date, Time Warner Cable of New York and New Jersey will launch Shalom TV in New York City and surrounding areas, providing one of the largest Jewish population centers in the world with Jewish programming.

Shalom TV will bring Jewish films, news and public affairs coverage, cultural and celebrity shows (including exclusive presentations from New York's 92nd Street Y), Torah study, and original children's programs to more than 15 million digital cable customers coast-to-coast.

"Comcast and Time Warner Cable of New York and New Jersey deserve enormous credit for addressing the needs of the Jewish community," said Mark S. Golub, Shalom TV president and CEO. "We're thrilled to be able to provide viewers throughout America with a way to enhance their connections to Jewish life, the State of Israel, and the Jewish tradition."

"Comcast is committed to delivering programming that reflects the diverse interests of our customers, and Shalom TV does that," said Diana Kerekes, vice president of video content for Comcast. "We're pleased to now make it available at no additional cost to the majority of our digital cable customers with On Demand."



"We are confident that Shalom TV will resonate with our customers in New York City and throughout our service area," said Bob Watson, programming vice president for Time Warner Cable of New York and New Jersey.

"Through our free On Demand platform, customers have the convenience of watching programming on their schedule at no cost."

Comcast serves nine of the top eleven Jewish markets in America, including Boston, Chicago, Detroit, Miami/South Florida, San Francisco, and portions of New Jersey. Shalom TV is currently

available to Comcast customers as a subscription On Demand service in Philadelphia, Baltimore, and Washington, DC, and will be free beginning in February.

Among the other Comcast markets scheduled for Shalom TV On Demand are Atlanta, Denver, Hartford and New Haven, Houston, Indianapolis, Jacksonville, Memphis, Minneapolis, Nashville, Pittsburgh, Portland, Richmond, Salt Lake City, Seattle, and Tucson.

Time Warner Cable of New York and New Jersey serves the New York City boroughs of Manhattan, Queens, Staten Island, and Brooklyn, along with Mount Vernon and the Hudson Valley in New York, and Bergen and Hudson counties in New Jersey.



A mainstream Jewish cable network, Shalom TV provides an array of English-language programming from entertainment and children's shows to news analysis, event coverage, and Jewish studies. For those who enjoy hearing Hebrew, Shalom TV features Israeli movies--and an Israeli television series--with English subtitles.

"Shalom TV is not a 'religious' network," explained Golub, a rabbi with more than 30 years of radio and television experience. "Our service does not represent any specific movement of Judaism, nor is Shalom TV connected to any specific organization in the Jewish community. Shalom TV is simply a window into the marvelous totality of Jewish life. There is something for everyone on Shalom TV."

Shalom TV programming, slated for Comcast's On Demand "TV Entertainment" folder, as well as Time Warner Cable NY/NJ's Channel 1005 "Entertainment On Demand," includes:

"Jewish Film Festival" showcasing a new movie each week--including Israeli films, feature films, documentaries, and Yiddish classics.

The 92nd Street Y--exclusive television presentations of lectures and programs from the stage of the world-renowned cultural center in New York City.

"Jewish C-SPAN" programming, featuring expert guest analysis and exclusive coverage of major events, rallies, and national conventions--with special emphasis on issues of concern to the State of Israel. Through Shalom TV's exclusive event coverage, viewers have been present at UJC's General Assembly to hear Benjamin Netanyahu; Brandeis University to hear President Jimmy Carter and Alan Dershowitz; Columbia University when the president of Iran made his controversial visit; UN Plaza and Fifth Avenue for rallies and parades in support of Israel; and a host of other meetings and addresses featuring compelling speakers.



Rabbi Mark S. Golub

"Children's Corner," the only place on American television where parents and grandparents can find Jewish programs for children--including a weekly **"Story Time"** for very young viewers, and an adventure series for older children called **"Agent Emes."** Shalom TV has even developed an original children's program, **"Mr. Bookstein's Store,"** introducing young people to Jewish holidays, Jewish customs, and the Hebrew alphabet.

“Jewish Studies” series with leading rabbinic minds from every movement of modern Judaism. Shalom TV is the only cable network where one can find commentaries on the **Torah portion of the week, learn to read Hebrew** on the original network series “From the Aleph-Bet,” discover the world of **Kabbalah**, and study a page of **Talmud** through the Shalom TV production “Dimensions of the Daf.”

Golub also believes a large non-Jewish audience will find Shalom TV programming of great interest. “We have the privilege of introducing those outside the Jewish community to the beauties of Jewish life, as well as the spectrum of Jewish concerns. And many in the Christian community will enjoy our beautiful travelogues of the Land of Israel.”

February programming on Shalom TV includes *US News & World Report Editor* Mort Zuckerman analyzing presidential hopefuls in terms of their effect on Israel, and Christians United For Israel Pastor John Hagee electrifying an audience at AIPAC’s National Policy Conference with his promise of “Never Again!” Elie Wiesel, David Brooks, Malcolm Hoenlein, Jackie Mason, and Jason Alexander are also among those featured in February on Shalom TV.

Comcast Corporation (Nasdaq: CMCSA, CMCSK) (<http://www.comcast.com>) is the nation's leading provider of entertainment, information, and communications products and services. With 24.2 million cable customers, 12.9 million high-speed Internet customers, and 4.1 million voice customers, Comcast is principally involved in the development, management, and operation of broadband cable systems, and in the delivery of programming content.

Time Warner Cable of New York and New Jersey (<http://www.timewarnercable.com/nynj>) serves more than 1.4 million customers in the New York City metro. Its parent company, Time Warner Cable (NYSE: TWX), owns and manages cable systems passing approximately 26 million homes in 33 states, delivering advanced products and services such as Video On Demand, high-definition television, digital video recorders, high-speed data, and digital phone.

Shalom TV maintains production and operational facilities in the New York City area. Additional information on the network is posted online at www.shalomtv.com.

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