



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

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## **METROCAST ADDS SHALOM TV TO FREE VIDEO ON DEMAND**

April 30, 2008 (Fort Lee, NJ) -- MetroCast Cablevision, serving 200,000 households in eight states, has added Jewish cable channel Shalom TV to its free Video On Demand lineup in New England and the Mid-Atlantic.

Shalom TV features an array of English-language programming of interest to the North American Jewish community, including expert analysis and coverage of news events, exclusive interviews of American and Israeli Jewish leaders, feature films and documentaries, entertaining presentations from the stage of the 92nd Street Y, children's series, original productions on the Jewish tradition and on learning Hebrew, and programs celebrating Jewish culture.



"We're pleased to bring this wonderful and important programming to digital cable customers through our free Video On Demand service," announced Linda Stuchell, vice president of programming and marketing for MetroCast. The network is now available to communities in Connecticut, New Hampshire, Maine, and Maryland.

"We are thrilled to welcome MetroCast to the Shalom TV family, both on a professional and a personal level," said network president Rabbi Mark S. Golub. "As a student rabbi, my first pulpit was in the MetroCast hamlet of Laconia, New Hampshire, and I still have very dear friends there. My service time at the synagogue was followed shortly thereafter by Rabbi Eric Yoffie, now head of the Union for Reform Judaism, so the town holds a unique and significant place in the landscape of American Jewish life.

"Furthermore, my father, Dr. Leo J. Golub, a lay leader who helped create a Conservative synagogue in Connecticut, was a long-time resident of New London--another MetroCast city--and I truly consider the area as 'home.'"

MetroCast's addition of Shalom TV continues a significant growth pattern for the mainstream Jewish service that now brings the network to more than 15 million cable homes coast-to-coast, including carriage and committed roll-outs in the top thirteen Jewish markets in the United States.

"The response to Shalom TV nationwide has been gratifying beyond any of our expectations, and we're receiving the most wonderful letters imaginable from all over the country," relayed Rabbi Golub. "Not only are we and our partner cable companies being thanked for bringing meaningful Jewish content to television, we're making a real difference in the lives of Jewish families in geographic regions where there is less Jewish culture in everyday life."

For MetroCast Cablevision subscribers, Rabbi Golub envisions Shalom TV as "providing viewers with a way to enhance their connections to Jewish life, the State of Israel, and the Jewish tradition.

"And many in the Christian community will enjoy our beautiful travelogues of the Land of Israel, our unique coverage of issues in the presidential primary and general election, and our original series, 'Choosing Jewish Family,' on mixed marriages," he added.

MetroCast, which carries Shalom TV as an On Demand channel under "Cable Favorites," offers advanced digital video, high-speed internet, and telephony services in Connecticut, New Hampshire, Maine, Maryland, Pennsylvania, Virginia, South Carolina, and Mississippi. Its parent company, Harron Communications, is headquartered in Frazer, Pennsylvania.

Shalom TV, America's Jewish cable network, is made available on Comcast, Time Warner Cable, MetroCast, and Blue Ridge Communications systems. Based in the New York City metropolitan area, the programming service is not affiliated with any religious movement or organization.

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