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MAJOR JEWISH ORGANIZATIONS FEATURED ON JEWISH CABLE NETWORK

Shalom TV's premiere today on Comcast and Blue Ridge cable systems includes programs from a number of leading Jewish organizations and institutions that sustain Jewish life in North America.

The American Jewish Committee, AMIT, Anti-Defamation League, B'nai B'rith, Hadassah, Hillel: The Foundation for Jewish Campus Life, Israel Ministry of Tourism, and Jewish National Fund have produced works that will be televised on the network, with viewers able to access the titles on demand. These "Community" videos often provide resource information for those wishing to become involved or affiliated with the presenting organization.

"We see great value in coordinating with significant Jewish organizations and distributing important and informative video productions," commented Bradford N. Hammer of Shalom TV. "These agencies are doing tremendous work, and our ability to share these mission-driven messages with cable subscribers may assist in promoting a more active Jewish life."

"One Century One Day" is the American Jewish Committee's centennial film that premiered at the 2006 AJC annual conference in Washington DC. The video spotlights the efforts of the organization in rebuilding New Orleans, resuscitating Berlin's Jewish community, and facilitating communication and understanding in Jerusalem. Also slated for telecast is "Live from Aachen, Germany: The Jewish Service Heard Around the World," a short work that recalls how, in 1944 in occupied Germany, NBC radio together with AJC broadcast the first Jewish service since the rise of Hitler.

Both videos from the Anti-Defamation League highlight the organization's 2005 March of the Living, a delegation of more than 170 college students, Catholic educators, and others to the site of the former Auschwitz-Birkenau death camp in Poland. The group was led by ADL National Director Abraham H. Foxman, a Holocaust survivor, who spoke at Erev Yom HaShoah (Holocaust Memorial Day) in Krakow, Poland. The Anti-Defamation League, founded in 1913, is the world's leading organization fighting anti-Semitism through programs and services that counteract hatred, prejudice and bigotry.

AMIT videos are entitled "Our Heart and Our Home," and "Introducing AMIT Graduate Yonatan Dror." Since 1925, AMIT has nurtured and educated Israeli children to become productive and contributing members of society. Its more than 60 educational facilities, youth villages, surrogate family residences, and other programs now serve more than 16,000 students in 21 cities and communities throughout Israel, constituting the nation's only government-recognized network of religious Jewish education incorporating academic and technological studies.

"B'nai B'rith: 160 Years" celebrates one of the world's largest and oldest Jewish human rights, community action, and humanitarian organizations. B'nai B'rith International has founded hospitals, orphanages, senior housing communities, disaster relief campaigns, libraries, anti-hatred programs, and countless other initiatives in the public interest. With more than 180,000 members and affiliates in more than 50 countries, B'nai B'rith truly spans the globe in its efforts to make Jewish communities better for all inhabitants.

Hadassah, the Women's Zionist Organization of America, has submitted a pair of titles for Shalom TV: "I am Hadassah," and "Experience Hadassah." Founded in 1912, Hadassah is now the largest Jewish volunteer

organization and largest women's organization in America. Since its inception, Hadassah has been devoted to Judaism, Zionism, and American ideals. In Israel, its mission is advanced through progressive healthcare, education, youth institutions, and land reclamation; while its US goals focus on education, health awareness programs, and advocating for issues important to women and the American Jewish community.

Two dynamic "Community" videos will be available to Shalom TV subscribers courtesy of Hillel: The Foundation for Jewish Campus Life. The first, "Hillel, Rebuild and Repair," follows college-age Hillel members providing much-needed assistance to flood and hurricane victims in the US South. The second, "Hillel, Connections" is a fast-paced interview-based video with students involved in the organization. Hillel is the largest Jewish campus organization in the world, and currently provides opportunities for the exploration and celebration of Jewish identity at more than 500 colleges and universities.

The Israel Ministry of Tourism has provided several wonderful pieces on the rich and varied landscape of Israel, its people, and its history. Among the offerings are videos for Jewish leisure, the Evangelical community, and visits to specific landmarks. The ministry also operates a very active Web site at www.goisrael.com promoting travel to the country, as well as providing updated information about Israel today and offering advice on practical matters.

Since its founding in 1901, Jewish National Fund has been a vital part of Zionist history, purchasing the land that would become the State of Israel, helping to develop that land into a thriving nation, and protecting Israel's environment. Over the past century, JNF has planted 240 million trees, built 180 dams and reservoirs, developed 250,000 acres of land, created 1,000 parks, and provided handicapped accessible environments in Israel. Its videos for Shalom TV, "JNF Blueprint Negev" and "JNF Parks Project" highlight these achievements. As the caretaker of the land of Israel on behalf of its owners--Jewish people everywhere--JNF looks to improve the quality of life for all Israelis through the next century and beyond.

Shalom TV is a new cable television network celebrating Jewish culture. Information on the service is available online at www.shalomtv.com.

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