



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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SHALOM TV FREE VIDEO ON DEMAND PREMIERES ON ROGERS

Free Video On Demand Jewish Programming now in Canada's Largest Jewish Market

Shalom TV Reaches More Than 37 Million Households Throughout North America

FORT LEE, NJ and TORONTO, ON -- Shalom TV, North America's First National Jewish Television Cable Network, expands its presence into Canada as it announced today that Rogers Communications will now offer the Jewish network as part of its FREE Rogers Multicultural On Demand digital cable service.

"We are thrilled to bring Shalom TV to Canada's largest Jewish population," said Mark S. Golub, President and executive producer of Shalom TV. "Now available on Rogers, Canadians can watch Shalom TV's unique spectrum of programming - everything from our Jewish Film Festival, Israel and interviews with the leading figures on the world Jewish scene to Shabbat TV Kids and Jewish Studies."



Shalom TV's programming is found FREE on Rogers Multicultural On Demand Channel 800. Viewers can visit channel 800 and select Shalom TV to access wonderful Jewish programming when they want. New programs are added each Sunday.

Shalom TV, a mainstream, nonprofit Jewish network, features a wide array of Jewish programs including a "Jewish Film Festival;" exclusive presentations of programs from the 92nd Street Y; news from and about Israel, Israel mini-tours and other features about the State of Israel; Jewish cooking; arts and culture; comedy and music; and meetings with leading figures from every sector of the Jewish community who are helping to shape modern Jewish life.

Shalom TV is the only place on North American cable television where parents can find Jewish programs for their children; and for those interested in Jewish learning, is the only place where viewers can learn to read and understand Hebrew, study a page of Talmud or be introduced to the mysteries of Kabbalah.

"The emails Shalom TV receives reflect the contribution the network is making to Jewish understanding and to enhancing a sense of Jewish community and commitment," said Rabbi Mark S. Golub. "Our viewers appreciate the balanced viewpoints and the breadth of Jewish thought which we present on Shalom TV."

Some excerpts from the hundreds of emails viewers have sent to Shalom TV:

"I have discovered a goldmine of knowledge, connection, and tradition in Shalom TV!"

"You are making a difference in people's lives and enabling those of us living in isolated communities to increase our connection to all things Jewish."

"Shalom TV has become our inspiration to be more active in Judaism."

(MORE)

"The films, news, and interviews are excellent, informative, and rare in the Jewish world--politically balanced."

"'Jewish 101' is the best 34 minutes of Jewish learning I have experienced!"

"My 5-year-old grandson smiles from ear to ear when I put your station on. He says 'Bubbe, can we watch the Jewish TV show?'"

"Shalom TV has unlocked treasures within me. Thanks for enriching my life."

"As a 23-year-old Penn State graduate, I've become instantly hooked."

"Shalom TV is practically all I watch these days. Best of all, on demand, I can watch when I want, and pause or rewind if I get interrupted."

"I am studying to convert to Judaism, and the programs you provide expand my knowledge and understanding enormously."

"I'm a Christian and I love Shalom TV. I have a heart and passion for Israel, its culture, and Jewish people. Shalom TV helps me learn about my roots."

About Shalom TV

Shalom TV, a North American cable television network devoted to Jewish public affairs and Jewish culture, is available free of charge. Shalom TV can be seen in more than 130 cities, in over 37 million homes, including virtually every major Jewish market in the United States and now in Canada. Distributing cable companies include Rogers, Comcast, Cox, Verizon FiOS, Time Warner, Cablevision, Bright House, MetroCast, RCN, Service Electric, Buckeye CableSystem, Armstrong Cable, and Blue Ridge Communications. Studios are located in Fort Lee, NJ.