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LOS ANGELES AND DALLAS ARE LATEST TIME WARNER CABLE CITIES TO LAUNCH SHALOM TV

May 7, 2008 (Fort Lee, NJ) -- Shalom TV, the nation's Jewish cable television network, has been added to more than one million homes in Los Angeles and Dallas as part of Time Warner Cable's expanding carriage of the mainstream cultural service.

Offering feature films and documentaries, news and public affairs coverage, presentations from the 92nd Street Y in New York City, original series on learning Hebrew and understanding Jewish holidays, children's programs, entertainment, and Torah and Talmud study, Shalom TV's launch in Los Angeles, home of the second largest Jewish population in America, and Dallas makes the network available in 16 million homes nationwide.



"We're pleased to provide Shalom TV at no additional cost to our digital cable customers with Video On Demand," said Time Warner Cable Los Angeles Metro Division President Jeffrey Hirsch. The company serves

Los Angeles, Ventura, Orange, Riverside, and San Bernardino counties.

"Time Warner is committed to delivering programming that reflects the diverse interests of our customers," commented Time Warner Cable North Texas Division President Rob Moel on the addition of the Jewish cable service. "We're confident that Shalom TV will resonate with our customers in Dallas."

Shalom TV is the work of a veteran team of Jewish and television professionals committed to Jewish life, Jewish tradition, and the State of Israel. Network CEO Rabbi Mark S. Golub has been involved in Jewish media for nearly forty years and was responsible for creating the first Russian-language channel for Jews immigrating to America from the former Soviet Union.



"Shalom TV is meant for anyone interested in keeping abreast of Jewish issues, understanding more about Israel, and exploring the richness of Jewish tradition," remarked Rabbi Golub. "We like to say that the world has been waiting some 5,700 years for Jewish television, and now--thanks to Time Warner--we are able to celebrate

the beauty of Jewish culture with Los Angeles and Dallas cable subscribers.

While not affiliated with a religious movement or organization, the network provides a window into the marvelous totality of Jewish life.

(MORE)

"Our array of English-language programs have actually found audiences both inside and outside the Jewish community," explained Rabbi Golub. "Anyone interested in the Land of Israel, or with an appreciation for American and Israeli feature films, or seeking to learn about Kabbalah or how to read and understand Hebrew will find something of value on Shalom TV."

In Los Angeles, Shalom TV is found on Time Warner Cable Channel 1 under the "Lifestyle" category. Dallas cable customers should visit Time Warner Cable Channel 1 and click on "Entertainment."

About Time Warner Cable Southern California

[Time Warner Cable Southern California](http://www.timewarnercable.com/SoCal) (<http://www.timewarnercable.com/SoCal>) serves more than 1.9 million customers in the greater Los Angeles area. Its parent company, Time Warner Cable, 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.

About Time Warner Cable North Texas

[Time Warner Cable North Texas](http://www.timewarnercable.com/Dallas) (<http://www.timewarnercable.com/Dallas>) brings the best in technology, innovation, and entertainment to the North Texas community. With digital home phone, Internet, and television, Time Warner Cable North Texas now offers more digital and bundling options for its customers.

About Shalom TV

[Shalom TV](http://www.shalomtv.com) (<http://www.shalomtv.com>) is a free Video On Demand network celebrating Jewish culture. Available in 16 million homes through Comcast, Time Warner Cable, MetroCast, and Blue Ridge Communications, the network maintains offices and production facilities in the New York City metropolitan area.

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