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## **VERIZON FiOS TV ADDS SHALOM TV TO VIDEO-ON-DEMAND LIBRARY**

September 9, 2008 (Fort Lee, NJ) -- Shalom TV, America's national Jewish cable television network, continues to expand its national presence as Verizon FiOS TV offers the Jewish network as part of its video-on-demand library, at no cost to subscribers.

"We are thrilled to be launching nationally on Verizon FiOS TV, a premiere telecommunications television provider," said Mark S. Golub, network president. "Verizon is making available Shalom TV's complete programming lineup--which includes fifteen hours of feature films and documentaries, our exclusive interviews of political figures such as Senator Joe Biden and Benjamin Netanyahu, original Jewish learning programs, and children's programming--to all its FiOS customers."

Shalom TV became the first national Jewish cable television network when it was launched in February of this year. Shalom TV is now available in more than 100 American cities and twenty million homes, including virtually every major American Jewish market in the United States.

Shalom TV joins Verizon FiOS TV's extensive video-on-demand library, which provides access to more than 11,000 video-on-demand titles per month, 70 percent of which are free. FiOS TV, which also offers more than 400 all-digital channels, including an increasing number of high-definition channels, is currently available to over seven million homes in thirteen states: California, Delaware, Florida, Indiana, Maryland, Massachusetts, New Jersey, New York, Pennsylvania, Rhode Island, Oregon, Texas, and Virginia. Verizon, which delivers FiOS TV over the country's most advanced fiber-optic network straight to customers' homes and businesses, is the nation's fastest-growing television service provider.

Shalom TV's programming is found on FiOS TV's video-on-demand library under "People and Culture," and is updated every Sunday.

"Verizon is committed to delivering compelling, special-interest programming that reflects the diverse interests of our FiOS TV customers, like Shalom TV," said Terry Denson, vice-president - FiOS TV content and programming. "We're pleased to make Shalom TV available as part of our industry-leading video-on-demand library and know that our viewers will be excited by the unique Jewish programming Shalom TV provides."

Golub added, "Viewers are sometimes surprised at the level of guests and programming they see on Shalom TV. In any given week, it's not uncommon for us to feature comments from Alan Dershowitz, Abe Foxman, Ronald Lauder, Natan Sharansky, or Mort Zuckerman. This is an entirely new look for Jewish television."

(MORE)

Both the Jewish and general American media regularly quote comments made by guests on Shalom TV [ABC, *USA Today*, Jewish Telegraphic Agency].

Shalom TV's exclusive event programming brings extensive coverage of the AIPAC Policy Conference, UJC General Assembly, Salute to Israel Parade, and presentations from major intellectual and rabbinic figures to millions of cable subscribers coast-to-coast. And its relationship with the renowned 92nd Street Y in New York City gives viewers an opportunity to hear from guests Jason Alexander, Richard Dreyfuss, Anita Diamant, Bernard-Henri Levy, Adin Steinsaltz, and others.

Additionally, Shalom TV is the only place on American television where one can learn to read and understand Hebrew, study a page of Talmud, and learn the mysteries of Kabbalah. And Shalom TV is the only cable network with Jewish programming for children, from its original series, "Mr. Bookstein's Store," to the adventures of boy super-sleuth Agent Emes to shows for young viewers highlighting the achievements and contributions of the Jewish people.

"There's something for everyone on Shalom TV," concluded Golub. "That's why, along with our appreciative Jewish audience, we have a considerable number of non-Jews all over the country thanking us for introducing them to the Hebrew language and Jewish traditions, and for our weekly travelogues of Israel."

Programming and scheduling information on the network is available online at [www.shalomtv.com](http://www.shalomtv.com).

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