



VOOM HD NETWORKS AND CHELLO ZONE SIGN REPRESENTATION DEAL FOR RUSH HD CHANNEL

Chello Zone to Distribute Channel into Europe, Africa, the Middle East and Asia

New York, NY – July 1, 2008 – VOOM HD Networks today announced that international broadcaster and distributor of thematic channels Chello Zone will distribute RUSH HD into much of Europe, Africa, the Middle East and parts of Asia. This latest agreement marks the second VOOM HD channel repped by Chello Zone and comes fresh on the heels of RUSH HD's launch on Sky. It also underscores VOOM's commitment to global expansion, an initiative that has spread VOOM channels and programming into numerous countries throughout the world since October 2005.

"Chello Zone has a proven track record in successfully delivering third-party channels throughout the world," said Glenn Oakley, Senior Vice President, Global Operations and Business Development for VOOM HD Networks. "We are pleased by their efforts with VOOM HD, so it was a natural choice for us to add RUSH HD to that equation."

Delivered in 1080i format high-definition with Dolby Digital 5.1 surround sound, RUSH HD is a 24/7 high-definition channel dedicated to extreme sports and adrenaline-filled travel. Its pulse-pounding programming includes adrenaline-packed competitions featuring some of the world's best athletes across a wide range of sports and one-of-a-kind expeditions into remote, uncharted territories. The channel, a strong performer for VOOM in the United States, recently made its international debut on Sky's digital satellite platform in the United Kingdom

"RUSH HD offers simply breathtaking high-definition footage of some of the world's most awe-inspiring extreme and action sports," said Louise Cottrell, Chello Zone's Vice President, Affiliate Sales. "It is a must-see channel for enthusiasts and vicarious onlookers alike, and we're confident that operators will want to make RUSH HD part of their lineups."

While Chello Zone will represent RUSH HD throughout much of Europe, NonStop Television will handle the channel's distribution in Scandinavia and the Baltics.

About Chello Zone

Chello Zone is a leading international broadcaster, distributor and representative of thematic television channels. It has 18 offices and studios throughout Europe, Asia and Latin America. Chello Zone owns and operates ten thematic channels: Zone Reality, Zone Reality Extra, Zone Europa, Zone Romantica, Zone Club, Zone Horror, Zone Thriller, Zone Fantasy, Extreme Sports Channel and pre-school channel JimJam*.

Collectively, Chello Zone's channels are broadcast in over 125 countries in 23 languages. It launched a new media division, Zone 360, in 2006 to exploit content opportunities across multiple platforms. In addition, Chello Zone has a successful channel representation business and currently represents more than 30 international channels such as Sparrowhawk, Turner, Hallmark, MTV, Discovery and VOOM HD. Chello Zone's programme distribution business continues to syndicate formats, series and specials from the world's top producers. Chello Zone is a Business Unit of Chellomedia, a leading international media company and the European content division of Liberty Global, Inc.

About VOOM HD Networks

The VOOM HD Networks (www.voom.com) comprise the world's largest suite of high-definition channels. VOOM HD Networks carry programming produced exclusively in true high-definition and 5.1 Dolby® Digital surround sound, in categories as diverse as sports, movies, fashion, music and art. The VOOM HD Networks' 15 HDTV channels are available in the U.S. on Cablevision's iO digital cable service. A 24/7 global VOOM HD channel is currently distributed in various countries in Asia and Europe. Rush HD, its second global channel, recently launched in the UK and Ireland on BSkyB, one of the world's premier platforms. Building on Rainbow Media Holdings LLC's history of original programming innovation, the VOOM HD Networks were developed by Rainbow to meet the growing worldwide demand for quality high-definition programming.

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