



MEDIA PACKAGE

TODAY'S SUSTAINABILITY is the first major television series dedicated to informing and educating the national and international consumer on the companies, ideas and technologies that are setting the gold standard for environmentally conscious sustainability in the 21st Century.

With topics ranging from Climate Change to clean energy to mobilization of collaborative consumption, TODAY'S SUSTAINABILITY is destined to become THE source for lucid analysis and astute insight on the major developments in sustainable living.

Working in conjunction with:

- Earth System Governance Project (ESGP)
- Global Environment Facility (GEF)
- Intergovernmental Panel on Climate Change (IPCC)
- United Nations Environment Programme (UNEP)
- World Nature Organization (WNO)
- World Wide Fund for Nature (WWF)

...the TODAY'S SUSTAINABILITY series is established as one of the most respected and trusted names in environmental programming.

Featuring industry experts from around the globe, and with an A list celebrity host (himself a committed environmental rights advocate)

TODAY'S SUSTAINABILITY is THE "must see" TV series of the season!





Sir Richard Branson... Today's Sustainability Series.

*B*orn 18 July 1950, Sir Richard Charles Nicholas Branson is an English business magnate and investor. He is best known as the founder of Virgin Group, which comprises more than 400 companies.

His first business venture was a magazine called Student at the age of 16. In 1970, he set up a mail-order record business. In 1972, he opened a chain of record stores, Virgin Records, later known as Virgin Megastores. Branson's Virgin brand grew rapidly during the 1980s, as he set up Virgin Atlantic and expanded the Virgin Records music label.

According to the Forbes 2012 list of billionaires, Branson is the 6th richest citizen of the United Kingdom, with an estimated net worth of US\$4.6 billion.

Branson is passionate about many things but conserving our planet and its species is a high priority of his. With a desire to teach and always remind that actions today will dictate the type of world the next generation of children and their children grow old in.

Branson believes it is one of society's greatest responsibility, and ALL of society has a part to play and ALL of society has to embrace the challenge to change. Individuals can make a huge difference but it is when those individuals come together with like-minded souls that they can change the world for ever and importantly for the better.





UPCOMING EPISODES

TODAY'S SUSTAINABILITY
Upcoming Program Topics include:



Climate Change
Green Living
Energy
Travel
Farming

Transport
Education
Recycling
Lifestyle
Food

and many more...



Guests who participate on the Today's Sustainability Series as full sponsors benefit from the following:

- *Production of A full 5-7 minute feature Segment about how their particular environmental technology, product , and/or work has contributed to impacting the the advancement of Sustainability in the world.*
- *Distribution of that segment on the Today's Sustainability television series to be distributed on national and international television (see attached network information)*
- *A special extended version (Approx. 8-10 minutes) master MPEG4 copy of the segment for participants to use as a promotional/educational web-site or tradeshow video and/or for any other promotional/educational purpose*
- *Production of a 1 minute billboard commercial spot written and produced in conjunction with the featured guests promotional and advertising objectives.*
- *Broadcast of the commercial spot regionally, nationally and/or internationally up to 50 times on network and/or cable television*
- *All segments will also be sent directly to 250,000 targeted environmental professional and/or consumers who have specifically requested information through the top journals in your specialty.*
- *A feature in a 4-color, full page advertisement in one of 5 top environmental/ sustainability magazines and/or journals specific to your specialty...such as:*

~National Wildlife
~Inc
~Better Homes & Gardens
~Natural Life Magazine
~Nature Conservancy

~National Geographic
~Family Circle
~Environment
~Fortune
~OnEarth



Environment

Environment: Science and Policy for Sustainable Development analyzes the problems, places, and people where environment and development come together, illuminating concerns from the local to the global.



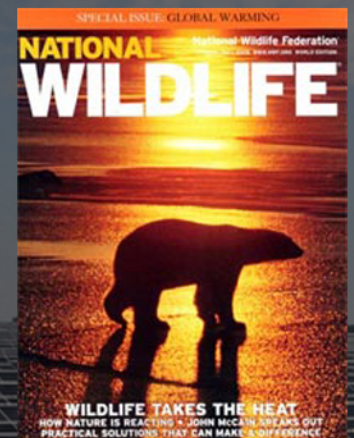
OnEarth

OnEarth explores the contemporary environmental landscape through the lenses of science, public health, technology, culture, business, food, and politics. Examining the challenges that confront our earth and its inhabitants, and evaluating the most promising solutions.

National Wildlife

National Wildlife is dedicated to protecting wildlife and habitat and inspiring the future generation of conservationists. Facing the challenges of the 21st century...

- Working with diverse groups to achieve our common conservation goals.
- Forming resilient and sustainable solutions to problems facing our environment and wildlife.
- Focusing on the future of conservation as well as the present, to ensure America's wildlife legacy lives on.



NATURE Conservancy

Through stunning photography and inspiring, world-class writing, Nature Conservancy transports the reader to the many places the Conservancy works to protect and preserve — from lush rainforests, harsh deserts and the landscapes in between.

Environmental Journals

A wide variety of industry leading environmental journals.







NBC UNIVERSAL



This is NBCUniversal

NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. Comcast Corporation owns a controlling 51% interest in NBCUniversal, with GE holding a 49% stake.

Television

NBC Television Network

The NBC Television Network's strength derives from combining NBC's strong national identity and programming with the local identity and programming of its affiliates in communities across America. The sale of advertising time enables the NBC Television Network to provide programming to the public free of charge.

Affiliated television stations are an integral part of NBC's overall broadcast service. The NBC Television Network broadcasts approximately 5,000 hours of TV programming each year, transmitting to more than 200 affiliated stations across the United States. These independently owned affiliates then broadcast the NBC signal to an estimated 99 percent of all homes in the United States with television sets. In addition to airing NBC's national programming, affiliates serve their communities by producing news, sports, and public affairs programming that addresses local needs.

NBC Owned Television Stations

NBC Owned Television Stations is the division of NBCUniversal that includes 10 local television stations and their digital channels and websites, as well as a group of out-of-home properties and a production company. The 10 stations produce and deliver compelling and unique local news, information and entertainment programming to viewers in the communities they serve, which include New York, Los Angeles, Chicago, Philadelphia, San Francisco Bay Area, Dallas-Fort Worth, Washington, D.C., Miami, San Diego and Connecticut, with a goal of connecting to their audiences anytime and anywhere.

NBC Owned Television Stations:

NBC New York (WNBC)
NBC Los Angeles (KNBC)
NBC Chicago (WMAQ)
NBC Philadelphia (WCAU)
NBC Bay Area (KNTV)

NBC Dallas/Fort Worth (KXAS)
NBC Washington (WRC)
NBC Miami (WTVJ)
NBC San Diego (KNSD)
NBC Connecticut (WVIT)



NBC UNIVERSAL

Telemundo Network & Stations

Spanish-language broadcast network Telemundo leads the industry in the production and distribution of high-quality Spanish-language content across its multiplatform portfolio to U.S. Hispanics and audiences around the world. Telemundo reaches 94% of U.S. Hispanic viewers in 210 markets through its 14 owned stations, 48 broadcast affiliates, and over 1,000 cable affiliates. Telemundo also owns one independent Spanish-language television station WKAQ in Puerto Rico.

Telemundo Owned Stations:

KVEA (Los Angeles)
WNJU (New York)
WSCV (Miami)
KTMD (Houston)
WSNS (Chicago)
KXTX (Dallas/Fort Worth)
KVDA (San Antonio)

KSTS (San Francisco/San Jose)
KTAZ (Phoenix)
KNSO (Fresno)
KDEN (Denver)
KBLR (Las Vegas)
WNEU (Boston/Merrimack)
KHRR (Tucson)

Independent Station:

WKAQ (Puerto Rico)

NBC UNIVERSAL TELEVISION STATIONS:

WKAQ 2 Telemundo
ID: "Telemundo 2"
City: San Juan, PR
Owner: NBC Universal
Station Info: Digital Full-Power - 55 kw
Market: Puerto Rico

KNBC 4 NBC
ID: "NBC 4"
City: Los Angeles, CA
Owner: NBC Universal
Station Info: Digital Full-Power - 380 kW
Market: Los Angeles

WNBC 4 NBC
ID: "4 New York"
City: New York City, NY
Owner: NBC Universal
Station Info: Digital Full-Power - 200.2 kW
Market: New York

WRC 4 NBC
ID: "NBC 4"
City: Washington, DC
Owner: NBC Universal
Station Info: Digital Full-Power - 813 kW
Market: Washington, DC



NBC UNIVERSAL

KXAS 5 NBC
ID: "NBC 5"
City: Fort Worth, TX
Owner: NBC Universal
Station Info: Digital Full-Power - 891 kW
Market: Dallas-Ft. Worth

WMAQ 5 NBC
ID: "NBC 5"
City: Chicago, IL
Owner: NBC Universal
Station Info: Digital Full-Power - 350 kW
Market: Chicago

WTVJ 6 NBC
ID: "NBC 6"
City: Miami, FL
Owner: NBC Universal
Station Info: Digital Full-Power - 1000 kW
Market: Miami-Ft. Lauderdale

WCAU 10 NBC
ID: "NBC 10"
City: Philadelphia, PA
Owner: NBC Universal
Station Info: Digital Full-Power - 700 kW
Market: Philadelphia

KNTV 11 NBC
ID: "NBC 11"
City: San Jose, CA
Owner: NBC Universal
Station Info: Digital Full-Power - 103.1 kW
Market: San Francisco-Oakland-San Jose

KWHY 22 Spanish
City: Los Angeles, CA
Owner: NBC Universal
Station Info: Digital Full-Power - 486 kW
Market: Los Angeles

KDEN 25 Telemundo
ID: "Telemundo Denver"
City: Longmont, CO
Owner: NBC Universal
Station Info: Digital Full-Power - 540 kW
Market: Denver

WVIT 30 NBC
ID: "NBC 30"
City: New Britain, CT
Owner: NBC Universal
Station Info: Digital Full-Power - 3090 kW
Market: Hartford-New Haven

KBLR 39 Telemundo
ID: "Telemundo 39"
City: Paradise, NV
Owner: NBC Universal
Station Info: Digital Full-Power - 230 kW
Market: Las Vegas

KNSD 39 NBC
ID: "NBC San Diego"
City: San Diego, CA
Owner: NBC Universal
Station Info: Digital Full-Power - 370 kW
Market: San Diego

KXTX 39 Telemundo
ID: "Telemundo 39"
City: Dallas, TX
Owner: NBC Universal
Station Info: Digital Full-Power - 1000 kW
Market: Dallas-Ft. Worth

KTAZ 39 Telemundo
City: Phoenix, AZ
Owner: NBC Universal
Station Info: Digital Full-Power - 550 kW
Market: Phoenix

KHRR 40 Telemundo
City: Tucson, AZ
Owner: NBC Universal
Station Info: Digital Full-Power - 396 kW
Market: Tucson

WSNS 44 Telemundo
City: Chicago, IL
Owner: NBC Universal
Station Info: Digital Full-Power - 467 kW
Market: Chicago



NBC UNIVERSAL

WNJU 47 Telemundo
ID: "Telemundo 47"
City: Newark, NJ
Owner: NBC Universal
Station Info: Digital Full-Power - 650 kW
Market: New York

KTMD 47 Telemundo
ID: "Telemundo 47"
City: Galveston, TX
Owner: NBC Universal
Station Info: Digital Full-Power - 1000 kW
Market: Houston

KSTS 48 Telemundo
ID: "Telemundo 48"
City: San Jose, CA
Owner: NBC Universal
Station Info: Digital Full-Power - 257 kW
Market: San Francisco-Oakland-San Jose

KEJT-LP 50 Telemundo
City: Salt Lake City, UT
Owner: NBC Universal
Station Info: Class-A - 37 kw
Market: Salt Lake City

KNSO 51 Telemundo
City: Merced, CA
Owner: NBC Universal
Station Info: Digital Full-Power - 4170 kw
Market: Fresno-Visalia

WSCV 51 Telemundo
ID: "Telemundo 51"
City: Fort Lauderdale, FL
Owner: NBC Universal
Station Info: Digital Full-Power - 1000 kW
Market: Miami-Ft. Lauderdale

KVEA 52 Telemundo
ID: "Telemundo 52"
City: Corona, CA
Owner: NBC Universal
Station Info: Digital Full-Power - 54 kW
Market: Los Angeles

KVDA 60 Telemundo
City: San Antonio, TX
Owner: NBC Universal
Station Info: Digital Full-Power - 1000 kW
Market: San Antonio

WNEU 60 Telemundo
City: Merrimack, NH
Owner: NBC Universal
Station Info: Digital Full-Power - 80 kW
Market: Boston



NBC UNIVERSAL

RESEARCH

VIEWER TARGETED

Persons: 25-54

Men: 25-54

Women: 25-54

VIEWER PROFILE

Base: Adults 25-54

Median Age:	41.7
Median Individual Income:	\$ 43,651
Median HH Income:	\$ 74,653
Median Home Value	\$238,635
Median # of Children in Household:	1.3
% Attended College:	68%

Source: MRI Doublebase 2007, Base: A25-54

VIEWER LIFESTYLE

<u>Active Lifestyle</u>	<u>Index</u>	<u>Early Adopters</u>	<u>Index</u>
15+ round trips by plane	152	Visited online blogs	130
Member of country clubs	149	Watched online video	130
Spent \$6,000+ on foreign vacation	148	Made personal or business travel plans online	128
Played golf/last 12 months	130	Listened to radio on the internet	127
3+ foreign business trip by plane	125	Imported vehicle bought new	120
3+ foreign vacation trips by plane	125	Spent \$300+ on computer software at home	119
Member of frequent flyer program	124	Spent \$3,000+ on home PC	119
Played tennis /last 12 months	122	Downloaded music	119
Any casino gambling	121	Made a purchase for personal or business use online	118
Dine out out 2+ times a week	121	Home owns a fax machine	116
Household owns vacation/weekend home	120	Have internet access at home	114
Any domestic trip for business (paid for by company)	117	Domestic vehicle bought new	114
3+ domestic round trips	107	Own a digital camera	113
Go to live theater/last 12 months	106	Made a phone call online	113
Go to museums/last 12 months	106	Own a laptop/notebook/tablet pc at home	112
<u>Active Investors</u>		Household owns any MP3 players	110
Tracked investments or traded stocks, bonds or mutual funds online	146	<u>In the Know</u>	
Value of owned home: \$500,000+	129	Read <i>Wall Street Journal</i>	184
Own \$150,000+ in stocks	127	Read <i>Newsweek</i>	164
Value of any stocks or any other market instrument: \$50,000+	120	Read <i>New York Times</i>	154
Own any securities	118	Read <i>Time</i>	146
Have a money market account	116	Read <i>PC Magazine</i> or <i>PC World</i>	142
Used financial planning/money management counsel	116	Visited a TV network or TV show's website	138
Used a stock rating service	111	Obtained information online about real estate	135
Household owns investment real estate	108	Obtained latest news/current events online	133
		Obtained financial information online	131
		Obtained information online for new or used car purchase	128

Source: MRI Doublebase 2007, Base: A25-54.
Indexed to national average.

DAYPART VIEWING

<u>Daypart</u>			<u>A25-54 Skew</u>	
			<u>W25-54</u>	<u>M25-54</u>
Morning	Mon-Fri	6a-9a	43%	57%
Daytime	Mon-Fri	9a-4p	44%	58%
Weekend	Sat/Sun	6a-6p	58%	43%
Fringe	Mon-Fri	4p-7p	37%	63%
Prime	Mon-Fri	7p-11p	41%	59%
	Sat/Sun	8p-11p	55%	45%



NBC UNIVERSAL

NBC Entertainment

NBC Entertainment develops and schedules programming for the network's primetime, late-night, and daytime schedules. NBC's quality programs and balanced lineup have earned the network critical acclaim, numerous awards, and ratings success. The network has earned more Emmy Awards than any network in television history.

NBC's roster of popular scripted series includes critically acclaimed comedies like Emmy winners *The Office*, starring Steve Carell, and *30 Rock*, starring Alec Baldwin and Tina Fey. Veteran, award-winning dramas on NBC include *Law & Order: SVU*, *Chuck*, and *Friday Night Lights*. Unscripted series for NBC include the hits *The Voice*, *The Biggest Loser*, *Celebrity Apprentice*, and *America's Got Talent*. NBC's late-night story is highlighted by *The Tonight Show with Jay Leno*, *Late Night with Jimmy Fallon*, *Last Call with Carson Daly*, and *Saturday Night Live*. NBC Daytime's *Days of Our Lives* consistently finishes among daytime's top programs in the valuable women 18-34 category. Saturday mornings the network broadcasts *Qubo* on NBC, a three-hour block that features fun, entertaining, and educational programming for kids, including the award-winning, 3-D animated series *Veggie Tales*. For more information visit nbc.com.

NBC News

NBC News has been a leading source of global news and information for more than 75 years. Every week, NBC News provides more than 30 hours of television news programming, including the top-rated *NBC Nightly News* with Brian Williams, *Today*, and *Meet the Press* programs. *Dateline NBC* and *Rock Center with Brian Williams* are the network's primetime newsmagazines. NBC is the only broadcast news division with an affiliated cable channel, MSNBC, which provides 24-hour-a-day coverage of news events around the globe. Online, MSNBC.com is the No. 1 video news site on the Internet. NBC News has also built an engaged following on Facebook, Twitter, and other social networks.

In addition to its leading news programs, the network's portfolio includes cutting-edge platforms such as NBC News Mobile and NBC News Radio, and innovative ventures such as Peacock Productions, an award-winning in-house production company; NBC Learn, the network's educational arm; NBC News Archives, a sales website leveraging over 70 years' worth of NBC News content; and TheGrio.com, a video-centric news community devoted to the African-American audience. NBCNewschannel is the network's liaison to over 200 affiliate stations across the country.

NBC Sports & Olympics

NBC Sports & Olympics, known for amassing large audiences while presenting the most prestigious properties in sports, represents superior production, broad promotion, and mutually beneficial partnerships, all designed to elevate the sport.

As evidence of its ability to amass large audiences, NBC Sports recently broadcast the Vancouver Olympic Games, the second-most-watched Winter Olympics in U.S. television history with 190 million viewers, and Super Bowl XLIII, which achieved the largest single audience in U.S. television history with a record 152 million viewers. NBC Sports is now home to seven of the top nine most-watched events in U.S. television history.

As America's Olympic Network, NBC has broadcast more Olympics than any other network and owns the rights to the Olympic Games through 2020. NBC Sports has broadcast 16 Super Bowls, tied with CBS for the most Super Bowls broadcast by a single network.



NBC UNIVERSAL

Bravo

With more breakout stars and critically acclaimed unscripted original series than any other network on cable, Bravo's original programming—from hot cuisine to haute couture—delivers the best in food, fashion, beauty, design, and pop culture to the most engaged, upscale, and educated audience in cable.

Currently available in more than 90 million homes, Bravo's arts and culture slate includes critically acclaimed creative competition and docu-series such as the Emmy- and James Beard Award-winning *Top Chef*, Emmy Award-winning *Kathy Griffin: My Life on the D-List*, and the 14-time Emmy-nominated *Inside the Actors Studio*. The network's slate also includes water-cooler sensations such as *The Real Housewives* franchise. Bravo reaches its unique audience through every consumer touch point and across all platforms on-air, online, and on the go, giving Bravo's fans a menu of options to experience the network.

Bravo has been an NBCUniversal cable network since December 2002 and was the first television service dedicated to film and the performing arts when it launched in December 1980. For more information visit bravotv.com.

Chiller

Chiller is the only network devoted to delivering viewers round-the-clock scares. Chiller's eclectic slate of adrenaline-fueled, soul-stirring entertainment includes classic drama and anthology series (*Tales from the Darkside*, *Twin Peaks*, *Nightmare Cafe*), international programming (*Spine Chillers*, *Strange*), and a broad offering of films, including feature-length premieres on the first Friday of each month. Chiller is currently available in over 33 million homes. To learn more, visit chillertv.com.

Cloo

Cloo is the new destination for crime and mystery fans. The network boasts the best catalogue of crime and mystery programming, from original series and contemporary scripted dramas to iconic programs and the genres' best movies. Cloo is available in more than 38 million homes. The Cloo website is located at <http://www.cloo.com/>.

CNBC

With CNBC in the United States and Canada, CNBC in Asia, CNBC in Europe, CNBC World, and CNBC HD+, CNBC is the recognized world leader in business news, providing real-time financial market coverage and business information to millions of households around the world. The network's 17 live hours a day of business programming in North America (weekdays, 4 a.m. to 9 p.m.) is produced at CNBC's global headquarters in Englewood Cliffs, N.J., and also includes reports from CNBC News bureaus worldwide. CNBC.com and CNBC Mobile Web (mobile.cnbc.com) offer real-time stock quotes and charts, CNBC's breaking news and analysis, and market and pre-market data. Additionally, CNBC.com provides videos, live streaming of events and market opens in Asia and Europe, and industry and topic-specific blogs from our award-winning reporters and guests. CNBC reaches more than 97 million U.S. households.

CNBC World

CNBC World is a 24-hour digital network offering live global financial market information and programming. CNBC World leverages the resources of CNBC business news from Asia and Europe to create a round-the-clock global business news network with live, in-depth market coverage from around the world. CNBC World is available in 36 million homes across the U.S. via cable and satellite.



NBC UNIVERSAL

Comcast Sports Group

Comcast Sports Group operates 14 local networks that deliver 2,400 sporting events annually and breaking news and analysis to more than 50 million cable and satellite homes. Comcast Sports Group's sports networks are: Comcast SportsNet Bay Area, Comcast SportsNet California, Comcast SportsNet Chicago, Comcast SportsNet Mid-Atlantic, Comcast SportsNet New England, Comcast SportsNet Northwest, Comcast SportsNet Philadelphia, SNY, The Mtn.—Mountain West Sports Network, CSS, and Comcast Sports Southwest. Comcast Sports Group also manages New England Cable News (NECN), the nation's largest regional news network, and The Comcast Network, based in Philadelphia and Washington, which delivers community-oriented programming.

E! Entertainment Television

E! is television's top destination for all things entertainment and celebrity. E! is currently available to 97 million cable and satellite subscribers in the U.S. and the E! Everywhere initiative underscores the company's dedication to making E! content available on all new media platforms any time and anywhere from online to broadband video to wireless to radio to VOD. Popular programming includes E! core franchises E! News, The Soup, Chelsea Lately, and Fashion Police as well as the network's hit series Keeping Up with the Kardashians, Kourtney and Khloé Take Miami, Kourtney and Kim Take New York, Kendra, and Holly's World. Additionally, E!'s "Live from the Red Carpet" signature events keep fans connected to their favorite stars on Hollywood's biggest nights.

G4

G4 offers the last word on gaming, technology, animation, interactivity, and "geek culture" for the male 18-34 demo. The network has given young guys of today's digital generation a television home. G4 is the No. 1 podcasted cable network in America and is available in 60 million cable and satellite homes nationwide. G4tv.com is a top web destination for video game news and information. The network's popular original programming includes Attack of the Show!, X-Play, American Ninja Warrior and Campus PD. G4 also continues to expand its live event coverage at CES, Comic-Con, E3, Tokyo Game Show and more. The network's key acquisitions include Heroes and Lost. G4's Multiplex features content on all possible digital platforms, including G4tv.com, G4 Mobile, G4 Podcasts, G4 on Demand, G4 Video Player, G4 Wii Portal, and G4 PS3 Portal.

Golf Channel

Golf Channel is a multimedia, golf entertainment and services company based in Orlando, Florida. Co-founded by Arnold Palmer, the Golf Channel cable network is available in more than 120 million homes worldwide through cable, satellite, and wireless companies. Exclusive partnerships with the world's top tours allow Golf Channel to feature more live golf coverage than all other networks combined, added to a programming schedule distinguished by golf's best news, instruction, and original programming. Golf Channel's digital platform of businesses is led by golfchannel.com, the No. 1 golf destination on the Internet, delivering unmatched coverage of the world of golf, as well as services that help the recreational player with how to play, what to play, and where to play golf.



NBC UNIVERSAL

MSNBC

Built on the worldwide resources of NBC News, MSNBC, the Place for Politics, defines news for the next generation with world-class reporting and a full schedule of live news coverage, political analysis, and award-winning documentary programming, 24 hours a day, seven days a week. MSNBC's home on the Internet is msnbc.com, which boasts the state-of-the-art technology of Microsoft and the first-rate reporting of NBC News. Employing the newsgathering resources of NBC News and its more than 200 affiliate stations, MSNBC offers viewers the highest-quality news coverage.

mun2

mun2 [moon-dos] is the lifestyle cable network for today's culture connectors: bicultural Latinos 18-34. As the uniquely American, bilingual network that amplifies the Latino experience, mun2 reflects the best of both worlds. From reality to music, on-air to digital, mun2 creates original content across a multiscreen platform. Part of the Telemundo Group, mun2 is distributed to more than 31 million households.

Oxygen Media

Oxygen Media is a multiplatform lifestyle brand that delivers relevant and engaging content to young women who like to "live out loud." Oxygen is rewriting the rulebook for women's media, with a vast array of unconventional and original content including The Glee Project, Bad Girls Club, Hair Battle Spectacular, and Tori & Dean: Home Sweet Hollywood. A social media trendsetter, Oxygen is a leading force in engaging modern young women, wherever they are, with popular features online including OxygenLive.com, the real-time social viewing party that is also available as an app for the iPhone and iPad. Oxygen is available in 77 million homes and online at and on mobile devices at www.oxygen.com. Follow us on Twitter at <http://www.twitter.com/OxygenPR>.

Sprout

Available in over 50 million homes, Sprout is the first 24-hour preschool destination available on TV, on demand, and online for children ages 2-5 and their parents and caregivers. The 24-hour digital channel, which launched in September 2005 along with the website (SproutOnline.com), is the only channel that follows the day of a preschooler from breakfast to bedtime with its distinctive, interactive programming and original hosted blocks. Sprout's VOD offering is the No.1 on demand service for younger children with over one billion views.

Sprout is a partnership among NBCUniversal, HIT Entertainment, PBS, and Sesame Workshop. Its program lineup of gold-standard, curriculum-based preschool shows includes: Sesame Street, Bob the Builder, Barney & Friends, The Wiggles, Thomas & Friends, Caillou, The Berenstain Bears, Roary the Racing Car, dirtgirlworld, and more.

Style Network

The Style Network is the destination for women 18-49 with a passion for the best in relatable, inspiring and transformational lifestyle programming. Style currently counts nearly 75 million cable and satellite subscribers and is the fastest-growing women's network in the U.S. Mystyle.com keeps women up to date on all of the latest fashion and beauty news on the web. Style's popular series include Tia & Tamera, Jerseylicious, Giuliana & Bill, Glam Fairy, Big Rich Texas, Clean House New York, How Do I Look?, Kimora: Life in the Fab Lane, Too Fat for 15: Fighting Back, and Ruby.



NBC UNIVERSAL

Syfy

Syfy is a media destination for imagination-based entertainment. With year-round acclaimed original series, events, blockbuster movies, classic science fiction and fantasy programming, a dynamic Web site (www.Syfy.com), and a portfolio of adjacent businesses (Syfy Ventures), Syfy is a passport to limitless possibilities. Originally launched in 1992 as SCI FI Channel, and currently in more than 99 million homes, Syfy is a network of NBCUniversal, one of the world's leading media and entertainment companies. (Syfy. Imagine greater.)

Universal HD

Available in 100% 1080i HD, Universal HD offers the best movies and sports programming in high-definition. Programming includes films like Cold Mountain, Dukes of Hazzard, King Arthur, and Little Miss Sunshine; series such as Nash Bridges, Six Feet Under, and Becker; and sports programming including WWE, PGA Golf, Notre Dame football, and the Olympic Games.

USA Network

USA Network is the No. 1 network in all of basic cable and is seen in more than 98 million U.S. homes. USA is the cable television leader in original series and home to the best in blockbuster theatrical films, acquired television series, and entertainment events. Its success has been driven by signature series such as Burn Notice, Monk, In Plain Sight, Law & Order: Criminal Intent, Psych, Royal Pains, White Collar, and the most recent addition, Covert Affairs. The award-winning USA website is located at usanetwork.com. Characters Welcome.

VERSUS

VERSUS prides itself on super-serving passionate sports fans across all platforms (VERSUS.com, VERSUS on Demand, VERSUS HD, and VERSUS 3D). Now in more than 75 million homes, the network is the cable television home of the National Hockey League, IZOD IndyCar Series, Tour de France, and Professional Bull Riders. One of the fastest-growing sports networks in the country the last couple years, VERSUS also airs NASCAR, NBA, UFC, Major League Baseball, and college football and basketball programming. The network is home to the best outdoor programming on television and airs original programs not available anywhere else, including The T.Ocho Show. VERSUS is distributed via cable systems and satellite operators throughout the United States.

The Weather Channel Companies

NBCUniversal, along with private equity firms Bain Capital and the Blackstone Group, owns The Weather Channel Companies (TWCC). TWCC is operated as a separate entity based in Atlanta, with management services provided by NBCUniversal. TWCC includes The Weather Channel Networks, The Weather Channel Interactive, and Weather Services International.

The Weather Channel Networks include television networks and products for radio, digital cable services, and interactive television. The primary network, The Weather Channel, is received by more than 99 million U.S. households, making it the second-most-distributed cable network. The Weather Channel is also available in high definition and includes programming shot in native HD. Weatherscan, an all-local, all-the-time service, is distributed primarily on digital cable.



NBC UNIVERSAL

The Weather Channel Interactive is the No. 1 weather provider on all digital platforms, including weather.com, The Weather Channel Mobile, and The Weather Channel Desktop. Weather.com is ranked in the top 15 most popular websites, with more than 30 million unique visitors per month. In addition, the company operates the most popular content site on the mobile Web, with more than 12 million unique visitors per month.

Weather Services International primarily provides business-to-business weather services, particularly for the media, aviation, marine, and energy sectors. A global leader in weather forecasting, it serves more than 5,500 clients in 45 countries.

International Television

NBCUniversal's International Television division includes Universal Networks International, International Television Distribution, and International Television Production. Universal Networks International delivers quality content and compelling brands to nearly 400 million subscribers in more than 150 territories across Europe, the Middle East, Africa, Latin America, and Asia. The portfolio includes the brands Syfy Universal, DIVA Universal, Studio Universal, Universal Channel, 13th Street Universal, E! Entertainment Television, the Style Network, and Golf Channel. Universal Networks International also operates Movies 24 and has an interest in the KidsCo joint venture.

International Television Distribution is responsible for the distribution of NBCUniversal product to all forms of television and new media outside of the U.S. and Canada. This includes a library of more than 4,000 feature films and 55,000 television episodes, including current and classic titles, non-scripted programming, sports, news, long-form and short-form programming, and locally produced content from around the world.

International Television Production was created in 2008 with the acquisition of U.K. production company Carnival, marking NBCUniversal's first significant investment in production outside the U.S. Since then, NBCUniversal International has acquired a second U.K. production company, Monkey Kingdom. The division is chartered with transforming NBCUniversal International into a leading destination for content creators and to drive growth through world-class international content with high production values.

CNBC's international operations include regional networks in Europe and Asia-Pacific that provide the latest market information, unrivalled coverage of breaking news, in-depth analysis, and interviews with business leaders. CNBC in Europe reaches more than 110 million households, in addition to leading banks, financial institutions, and hotels across Europe, the Middle East, and Africa. CNBC in Asia-Pacific reaches more than 70 million households in 21 countries.

Universal Television

Universal Television produces some of television's most critically acclaimed and successful television programs. In 2011, the studio garnered 49 Emmy nominations, including six for Outstanding Series: 30 Rock, The Office, Parks and Recreation, Friday Night Lights, Saturday Night Live, and Late Night with Jimmy Fallon.

The studio produces or co-produces series for broadcast networks and online outlets in a variety of dayparts and genres, including primetime, late-night, longform, and reality programming. Its current roster features Emmy-winning comedies The Office, 30 Rock, and critical favorite Parks and Recreation, as well as dramas House (one of television's top-rated series globally), Parenthood, and Friday Night Lights, among others. Additionally, the studio, along with Wolf Films, produces Law & Order: Special Victims Unit, which is part of the most successful drama series brand in television history. Many of these series have been honored with prestigious Emmy, Golden Globe, Peabody, SAG, AFI, and Humanitas Awards.



NBC UNIVERSAL

New scripted series produced by Universal Television for the 2011-2012 season include the dramas Prime Suspect, Smash, and Grimm and the comedies Whitney, Up All Night, Bent, and Best Friends Forever (working title).

Universal Television has a rich legacy comprising the merged entities of NBC Studios and the original Universal Television. The former NBC Studios first made its mark in the 1950s with NBC's hit western Bonanza and went on to create hit series including The Fresh Prince of Bel-Air, Providence, and Will & Grace. Universal Television was created in 1951, and its roster of memorable programs includes Leave It to Beaver, Columbo, The Rockford Files, Miami Vice, and Law & Order, among dozens of others.

Late-night programs include NBC's successful The Tonight Show with Jay Leno, Late Night with Jimmy Fallon, Saturday Night Live, and Last Call with Carson Daly.

Universal Cable Productions

Universal Cable Productions was established to create quality content—for USA, Syfy, and other networks—to be utilized across multiple platforms. Founded in July 2008, UCP is already a leader in innovative and critically acclaimed programming. The studio is in production on numerous television series, including USA and Syfy's recent summer hits Royal Pains and Warehouse 13, as well as Law & Order: Criminal Intent, Psych, In Plain Sight, and Eureka.

NBCUniversal Domestic Television Distribution

The NBCUniversal Domestic Television Distribution division is responsible for the sale of NBCUniversal product to all forms of television within the U.S. and Canada. This includes current television and film product as well as content from NBCUniversal's vast library (Universal Pictures, Focus Features, Universal Media Studios, Universal Cable Productions, NBC Late Night properties) in broadcast, basic cable, pay cable and subscription video-on-demand (SVOD) markets. Additionally, the division produces and distributes first-run programs to those platforms.

Current first-run strip syndicated programming from NBCUniversal Domestic Television Distribution includes Access Hollywood, Access Hollywood Live, The Jerry Springer Show, Maury, and The Steve Wilkos Show. Current first-run weekly syndicated programming includes The Chris Matthews Show, The Wall Street Journal Report with Maria Bartiromo, and the off-network distribution of 30 Rock, Friday Night Lights, House, Law & Order, Law & Order: Criminal Intent, Law & Order: Special Victims Unit, Monk, The Office, The Real Housewives franchise, and much more.

Film

Universal Pictures

Universal Pictures creates and distributes theatrical and non-theatrical filmed entertainment for a growing global marketplace. Universal's theatrical slate includes films developed internally, along with co-productions, acquisitions, and films developed by outside partners and distributed by the studio.



NBC UNIVERSAL

Universal also produces, acquires, and distributes direct-to-DVD titles, classic titles from the Universal library, consumer products (across all traditional categories, as well as interactive and wireless platforms), and specialty motion pictures under Focus Features. Through its international production group, the studio partners with leading international film companies to make and acquire films for wide commercial release or distribution in specific countries. Universal's content is released across traditional and digital distribution channels, including theatrical exhibition, physical and electronic home entertainment, pay and free television, and subscription on-demand services.

For almost a century, Universal has been known for its diverse slate of films. These include classics such as *Jaws*, *E.T.: The Extra-Terrestrial*, the *Jurassic Park* series, and *Mamma Mia!*; high-concept comedies like *Bruce Almighty*, *The 40-Year-Old Virgin*, and *Knocked Up*; and homegrown franchises such as *Back to the Future*, *Meet the Parents*, *Fast and Furious*, and *Bourne*.

Over the years, Universal has achieved both popular success and critical acclaim with Academy Award-winning films such as *Atonement*, *The Bourne Ultimatum*, *King Kong*, *Brokeback Mountain*, *Ray*, *A Beautiful Mind*, *The Pianist*, and *Lost in Translation*. Classic, Academy Award-winning films from Universal include *All Quiet on the Western Front* (1930), *To Kill a Mockingbird* (1962), *The Deer Hunter* (1978), and *Schindler's List* (1993).

In 2007, Universal began an all-audience family film business with Illumination Entertainment. Its first production, the 3D CGI blockbuster *Despicable Me*, was one of the highest-grossing and most profitable films of 2010.

In addition to filmed entertainment, Universal produces live stage productions, including the cultural phenomenon *Wicked* and the 10-time Tony Award-winning *Billy Elliot The Musical*.

Universal Studios Home Entertainment

Universal Studios Home Entertainment (USHE) markets and distributes NBCUniversal's contemporary and classic theatrical and television product, spanning properties from the company's Universal Pictures, Focus Features, and NBCUniversal Media Studios, as well as DVD Original titles from Universal Studios Home Entertainment Family Productions and select third-party productions, including entertainment from Mattel. The company is also leading the way in exploring innovative technologies and in developing and adapting dynamic new initiatives for the burgeoning home entertainment market, including the adoption of the next generation high-definition format, Blu-ray.

USHE's vast catalog includes more than 4,000 feature films and thousands of television episodes, making it one of the largest and most celebrated in the industry. Among its most-prized properties are the film franchises: *The Bourne* series, *The Fast and The Furious*, *The Mummy*, *The Hulk*, *American Pie*, *Bring It On*, *Jurassic Park*, *Curious George*, *The Land Before Time*, and the legendary monster movies.

Some of USHE's latest high-profile offerings include *Fast & Furious*, *Coraline*, *Role Models*, *Mamma Mia!*, *Wanted*, *Hellboy II: The Golden Army*, *The Incredible Hulk*, *American Gangster*, *Atonement*, *The Bourne Ultimatum*, *Knocked Up*, *The Kingdom*, *Eastern Promises*, *I Now Pronounce You Chuck & Larry*, as well as the latest seasons of Emmy-winning series *30 Rock*, *The Office*, *House*, *Battlestar Galactica*, and *Heroes*.



NBC UNIVERSAL

DailyCandy

DailyCandy, the insider's irreverent guide to what's hot, new, and undiscovered, is a multiplatform media company delivering 3.4 million e-mail subscriptions via 26 editions in the U.S. and London. Since 2000, DailyCandy editors have scoured the corners of their cities to deliver the very best in style, food, fashion, and fun to a set of loyal and engaged female followers.

Read about under-the-radar neighborhood joints, fashion lines, and indie events in the daily e-mails. Need help navigating your city and the World Wide Web? DailyCandy.com serves as a one-stop resource for what to do, shop, eat, see, and experience. For those looking to score a deal, Swirl by DailyCandy features apparel and accessories at up to 70 percent off retail from brands we love. Our latest addition, DailyCandy Deals (currently available in New York and Philadelphia with more cities on the way), provides readers with exclusive savings at some of our favorite local businesses.

DailyCandy publishes twelve city editions (Atlanta, Boston, Chicago, Dallas, London, Los Angeles, Miami, New York, Philadelphia, San Francisco, Seattle, and Washington, D.C.), two national editions (Everywhere and Kids Everywhere), and 12 weekly editions (Everywhere Deals plus 11 local Kids editions).

NBC.com

NBC.com, the Emmy Award-winning broadcast network website, is a leading online and mobile destination for television and interactive entertainment. With both derivative and web-exclusive programming, NBC.com pioneered the "360" experience with Heroes 360, which gave viewers a way to extend their entertainment experience beyond the broadcast, and the first weekly social networking experience attached to a primetime entertainment program with "Dunder Mifflin Infinity." The site offers full episode streaming of many NBC Entertainment shows as well as short clips, interactive games, and social networking, including user-generated content. NBC.com continually develops new ways for consumers to experience entertainment content on both existing and emerging platforms. The site is the recipient of multiple Emmy and Webby awards for its content and applications. Visit NBC.com for more information.

CNBC Digital

Since launching in December 2006, CNBC.com has become the online destination for accurate and actionable information, original reporting, and in-depth analysis of global business news. The site features real-time quotes and extensive charts, close to 30 original industry and topic-specific blogs authored by CNBC's award-winning journalists and guests, and an unprecedented amount of video. CNBC also has an extensive suite of digital products, including the CNBC Real-Time iPad and iPhone Apps and CNBC PRO, a premium, professional-level outline and mobile service.

Paid Programming

* The distribution of the Today's Sustainability series is maximized by purchasing the time on the network(s) which are most demographically suited for the target market of the series and the participants. This may include any NBC Universal networks and/or networks such as Fox/Fox Business, Discovery, TLC, Esquire TV and others.



WorldTV Available in Las Vegas

New York, April 2011 – WorldTV today announced the addition of international television to Caesars Palace's long list of guest amenities. Las Vegas guests staying at Caesars' Augustus and Octavius Towers now have access to channels from across Asia, Europe and the Middle East. The channels are available on a pay per day basis and reflect a growing trend in the hospitality industry that specifically caters to international clientele.

Through a partnership with Cox Hospitality Network, a leading provider of in-room guest video and data technology services, and GlobeCast WorldTV, the nation's leading distributor of international content, several other Las Vegas area hotels are adding international programming to their in-room television offerings.

In addition to Caesars Palace, in-language Arabic, Chinese, French, Greek, Italian, Korean, Portuguese, Russian and Spanish programming can also be found in world renowned properties like the Mandarin, Vdara and Aria hotels.

"Las Vegas is a top destination for international tourists and business professionals each year," said Lisa Coelho, Vice President of WorldTV. "Offering these guests with international in-room services not only enhances their experience but also promotes Las Vegas as a friendly destination to foreign travelers."

The full channel lineup includes Al Jazeera International (English), Antenna (Greek), ART (Arabic), ART Movies (Arabic), Beijing TV (Mandarin), CCTV-Entertainment (Mandarin), China Movie (Mandarin), Deutsche Welle (German), France24 (English), France24 (French), Gol TV (Spanish), Hunan TV (Mandarin), Kuwait TV (Arabic), MBC (Korean), Phoenix InfoNews (Mandarin), Phoenix North America (Mandarin), Rai (Italian), Rai News (Italian), RTP1 (Portuguese), RTR Planeta (Russian), Russia Today (English), SIC (Portuguese), TVE Internacional (Spanish), TVE News (Spanish), Vesti (Russian) and YTN (Korean).



About Cox Hospitality Network

Cox Hospitality Network, a product of Cox Business, is the #1 provider of advanced in-room video-on-demand and high-speed Internet service in use by the hotel industry. These services include free-to-guest cable TV, hit movies on demand, adult programming, Internet TV, games, wired & wireless high-speed Internet and interactive guest services. Cox Hospitality Network provides services to over 100 hotel customers servicing over 125,000 hotel rooms, including 16 of the 20 largest hotels in the world.

About WorldTV

WorldTV is the leading aggregator and distributor of international television and radio programming in America. The service currently delivers more than 200 market leading television and radio channels in 35 languages representing 42 countries from Europe, the Middle East, Asia and Africa, via Direct-to-Home Satellite, Cable, Telco, IPTV and Hospitality Networks. WorldTV is a division of GlobeCast, subsidiary of France Telecom. www.globecastwttv.com



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WorldTV Partners with Nation's Largest Rural Telco to Deliver International Television to Multicultural Communities

WorldTV Channels Now Available to an Additional 70,000 Households

New York, April 2011 – WorldTV, a division of GlobeCast, today announced a new content distribution agreement that will see its international channels gain access to markets across the rural United States.

The agreement makes 13 of WorldTV's international services available to video customers residing in markets formerly controlled by Verizon, including markets in Arizona, California, Idaho, Illinois, Indiana, Michigan, Nevada, North Carolina, Ohio, Oregon, South Carolina, Washington, Wisconsin and West Virginia.

The former Verizon properties include approximately 4.8 million access lines, with 1 million high speed internet customers, 2.2 million long distance customers, 164,000 DirecTV customers and 69,000 FiOS video customers.

WorldTV, the leading aggregator and distributor of international content in North America, is supplying a variety of services, including rights management, content aggregation, fiber delivery and market research support for the new channels.

"We are extremely pleased to be able to expand the reach of these services," said Lisa Coelho, Vice President and General Manager of WorldTV. "This new service footprint offers many rich opportunities for international content, and we look forward to working hard to address these markets with additional content and services."



Channel Line Up

The channel line up includes Antenna Satellite (Greek), BN TV (Bosnian), CTN (Cambodian), Kuwait TV (Arabic), NTV Hayat (Bosnian), Phoenix North America (Chinese), Pro TV (Romanian), Public TV of Armenia (Armenian), RSC 1 (Romanian), RTPi (Portuguese), RTR Planeta (Russian), TVK (Cambodian) and YTN (Korean).

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FiOS Expands International Fare With World TV Adds Three Channels from GlobeCast Division

Verizon's FiOS TV pay-TV service has boosted its international content offerings by launching three new channels from World TV, a division of content management and delivery company GlobeCast.

The new channels are Phoenix North America (channel 1797), a Mandarin channel offering news and entertainment; Antenna (channel 1789), FiOS TV's first Greek channel, which offers a mix of programming including comedies, dramas, game shows and news; and YTN (channel 1761), the CNN news channel of Korea.

Phoenix North America will be sold along with CCTV4 (channel 1795) and CTI (channel 1796) in a new Chinese Mandarin package for \$15.99 per month, while YTN (channel 1761) joins a new Korean package that also includes MBC (channel 1760) for \$24.99 per month. Antenna will be sold by itself for \$14.99 a month.



With the additions, FiOS TV subscribers now have access to 35 international channels covering 21 languages. The three new channels will be available in all FiOS TV markets by the end of the week.

"International programming on FiOS TV offers a world of diverse channels in a growing variety of languages," said Terry Denson, VP of content strategy and acquisition for Verizon, in a statement. "We are introducing our first Greek channel, along with new Korean and Mandarin channels, and delivering an expanding international offering with the amazing picture-and-sound quality that only FiOS delivers."

GlobeCast had previously signed a distribution deal with Verizon last year for international channels including Russian channel RTR Planeta, Romanian channels Pro TV and RSC1, and Portuguese channel RTPi, among others.

WorldTV Channels Content Distribution Lineup

The channels below are distributed via the following WorldTV partners: AT&T U-Verse, Cox Hospitality, Frontier Communications & Verizon FiOS TV

Al Jazeera International (English)
Antenna (Greek)
Beijing TV (Mandarin)
BN Bosnia (Bosnian)
CCTV-Entertainment (Mandarin)
China Movie (Mandarin)
CTN (Cambodian)
France24 (English)
France24 (French)
Gol TV (Spanish)
Hunan TV (Mandarin)
Kuwait TV (Arabic)
NTV Hayat (Serbian)
Phoenix InfoNews (Mandarin)

Phoenix North America (Mandarin)
Pro TV (Romanian)
Public TV of Armenia (Armenian)
RSC 1 (Romanian)
RTPi (Portuguese)
RTR Planeta (Russian)
Russia Today (English)
SIC (Portuguese)
TVE Internacional (Spanish)
TVE News (Spanish)
TVK (Cambodian)
Vesti (Russian)
YTN (Korean)