



P.O. Box 1989
Fort Lee, NJ 07024 USA
ph: 201.242.9460
fx: 201.363.9241
ws: www.shalomtv.com

FOR IMMEDIATE RELEASE
January 11, 2011

SHALOM TV FREE ON DEMAND SURPASSES 40 MILLION SUBSCRIBERS

January 11, 2011 (Fort Lee, NJ) - Shalom TV, the pioneering North American Jewish Television Cable Network, added another 10 million digital homes in the last year to top the 40 million digital household subscriber mark and is watched in over 275 communities.

The growth of the mainstream Jewish cultural free VOD network came from the 2010 launches on Cox Communications in New Orleans, LA; Time Warner's Texas systems in Corpus Christi, Laredo, El Paso, Rio Grande, Golden Triangle and San Antonio; Service Electric Cable TV in Allentown, PA; WOW! in Cleveland, Chicago, Columbus, OH, Evansville, IN and GCI Cable serving Alaska.

"We appreciate the efforts made by all our distribution partners for recognizing the quality and value in Shalom TV and its programming which appeals beyond the Jewish community," said Shalom TV President Mark S. Golub. "It is extraordinary for a free video on demand only network without a linear version to see this kind of growth. Free On Demand also enables our distributors to bring Shalom TV to the large as well as the small Jewish communities throughout North America."

Free On Demand is the increasing popular and most convenient way of watching television and Shalom TV adds to this value with its unique VOD programming strategy of providing new programs each week instead of each month. In 2010, Shalom TV averaged more than 115,000 program views per month.

Shalom TV's growth is also a result of distributors' appreciating how Shalom TV's mainstream Jewish programming addresses the needs and interests of Jews throughout North America. Offering both Jewish and non-Jewish viewers an exciting perspective on the Jewish tradition, the State of Israel, and the wide array of cultural events that enliven Jewish life, Shalom TV has generated a loyal and ever-growing VOD audience.

Shalom TV's free programming features Jewish C-Span type programming (news, interviews, coverage of major addresses and conventions), a weekly Jewish Film Festival, Children's Programming, Jewish Studies (including Hebrew lessons, Talmud study and Kabbalah), exclusive presentations from the 92nd Street Y in New York, an original Jewish dating mockumentary ("From Date To Mate"), a hip look at Jewish culture ("Jewish NYC"), and other programs that offer a panorama of Jewish life today.

####