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SHALOM TV TELEVISIONS HIGH HOLIDAY SERVICES

Also available online to Jews in the US Armed Forces

September 20, 2011 (Fort Lee, NJ) -- Available in more than 41 million cable households and on the World Wide Web at shalomtv.com, Shalom TV's High Holiday services are composed of fourteen individual programs, allowing viewers to select portions of interest. Telecasts include liturgy, Torah readings, Shofar Service on Rosh Hashanah, Kol Nidre, Yizkor Memorial Service, N'iloh and Martyrology on Yom Kippur, and *d'rashes* (commentaries and thoughts for the holidays) delivered by network president Rabbi Mark S. Golub.



"We received tremendous response to our televised services last year, especially from Jews who were unable to spend the High Holidays with a congregation," notes Rabbi Golub. "While no television service can replace welcoming the New Year in song and prayer with a living and breathing community, we hope our programming is of comfort to those at home and enables viewers to feel a bond with the rest of the Jewish people."

Among the High Holiday e-mails Shalom TV received from grateful cable customers across the country:

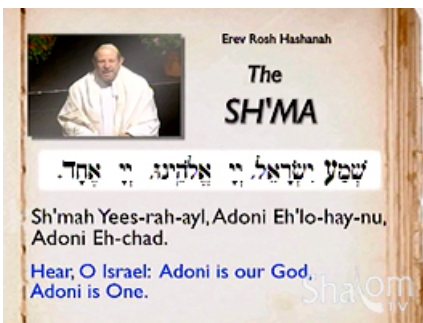
"Thank you for the Rosh Hashanah services on Shalom TV. It was so meaningful for my elderly mom who has Parkinson's disease and does not go out."

"I was at home sick during the holiday, and I wanted to cry because I was missing services. Then I watched your service on Shalom TV. It meant so much to me. "

"I enjoyed both High Holiday services: Rosh Hashanah and Yom Kippur. You make me want to be more Jewish--or a better Jew."

"Our 23-year old unaffiliated son is once again taking an interest in the Jewish way of life because of the programming you provide; we are eternally grateful."

Shalom TV's services, which are eclectic and egalitarian in Jewish observance, also contain a special feature that Rabbi Golub feels is especially important.



Whenever there is congregational participation, the Hebrew is available on screen for our viewers to read, along with transliteration and the English translation," Rabbi Golub explains. "I want people to feel they can actually participate in our services, not simply watch them on television."

Shalom TV is available as free Video On Demand on Comcast, Time Warner, Cablevision, Verizon FiOS, Antietam, Cox Communications, RCN, Bright House, Armstrong, Service Electric Cablevision, Service Electric Cable TV, Buckeye CableSystem, MetroCast, Blue Ridge Communications, Frontier, WOW!, Click!, GCI, and Rogers Cable (Canada).

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