

# AMERICANLIFE TV NETWORK LAUNCHES VIDEO ON DEMAND SERVICE

## ALN Now Available Through Partnership with TVN Entertainment Corporation

WASHINGTON -- [AmericanLife TV Network](http://www.americanlifetv.com)<sup>SM</sup> ([www.americanlifetv.com](http://www.americanlifetv.com)), the cable network devoted to the Baby Boomer generation, will launch a video on demand (VOD) service on September 3, 2007. Through a partnership with [TVN Entertainment Corporation](http://www.tvn.com) ([www.tvn.com](http://www.tvn.com)), the world's largest television On-Demand company, the service is being made available to cable operators for no additional charge. The network is offering four programming showcases:

- "Classic TV," featuring *Combat!*, *The Color Honeymooners*, *It's A Great Life*, *The Lone Wolf* and *Mission Impossible* (premiering January '08);
- "Caring & Sharing TV," featuring *Volunteers*, *Profiles in Caring*, *The Dr. Bob Show*, *A Journey to Darfur* and *American Family*;
- "Cooking & Living TV," featuring *This Food, That Wine*, *Fixing Dinner*, *Embassy Chefs*, *Monterey's Cooking*, *Graham Kerr's Kitchen*;
- "Lifestyle TV," featuring *'Til Debt Do Us Part*, *Save Our House*, *Save Our Family*, *Flea Market Mania*, and *Alive and Well*.

Twenty hours of programming will be available each month, with a 100% monthly refresh rate, using TVN's industry leading ADONISS asset delivery and management system.

"The launch of AmericanLife TV On Demand provides our MSO affiliates the opportunity to offer their viewers the best TV shows Baby Boomers grew up with, at a time that is most convenient to them and at no additional cost," said Matt Cohen, SVP, Strategy & Business Development, TVN Entertainment Corporation.

"We are excited to distribute and manage this memorable and classic content alongside our more than 8,000 hours of content from over 150 content owners."

"Extending our content and brand into the VOD space is a key milestone in our network's development and our relationships with our affiliates," said Lawrence Meli, president and COO of AmericanLife TV Network. "We are pleased to announce our multiyear partnership with TVN, whose industry-wide ADONISS platform provides the widest and most efficient means to distribute and manage our content."

**[About AmericanLife TV Network](http://www.americanlifetv.com)**<sup>SM</sup>

[AmericanLife TV Network](http://www.americanlifetv.com)<sup>SM</sup> ([www.americanlifetv.com](http://www.americanlifetv.com)) is the cable network devoted to America's Baby Boomer generation. The network delivers classic TV, lifestyle, original and socially conscious programming that addresses compelling issues. Primetime programming includes classics such as *Combat!*, *The Color Honeymooners*, *Mission Impossible*, *The Mary Tyler Moore Show*, *WKRP in Cincinnati* and *Hill Street Blues*, as well as *Moments That Changed Us*<sup>SM</sup>, original quarterly specials hosted by Nick Clooney. AmericanLife TV's lifestyle programming, airing Saturday evenings and during the daytime, includes *Save Our House*, *Save Our Family*, *This Food, That Wine*, *Alive & Well*, *Fixing Dinner*, *Embassy Chefs*<sup>SM</sup>, *Flea Market Mania*<sup>SM</sup> and *'Til Debt Do U\$ Part*, solutions to everyday living for Baby Boomers.

### **About TVN Entertainment Corporation**

TVN Entertainment Corporation, the world's largest television on-demand company, works with every major studio, network, and telecommunications video provider in North America. TVN is the preferred provider of original on-demand programs and networks. TVN supports an open, advanced technology platform, and offers the most comprehensive, end-to-end solution for licensing, managing, distributing and marketing on-demand content to virtually any platform. For more information about TVN's products and services, please visit [www.TVN.com](http://www.TVN.com).

###

### **Press Contacts:**

For AmericanLife TV Network:  
Shelley Kapitulik / Melissa Sylvester  
212-725-2295  
[Shelley@trylonsmr.com](mailto:Shelley@trylonsmr.com) / [Melissa@trylonsmr.com](mailto:Melissa@trylonsmr.com)

For TVN Entertainment Corporation:  
Dwayna Thompkins  
310.784.1040  
[dwayna@bobgoldpr.com](mailto:dwayna@bobgoldpr.com)