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PRESS RELEASE

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NYC TV PROGRAMS TO AIR IN THE HAMPTONS

NEW YORK – NYC TV, the official network of the City of New York, has a syndication deal with WVVH-TV, Hamptons TV® to air NYC TV original programming in the Hamptons this summer. NYC TV programs will air in the Hamptons from June 1 to October 1, 2006. The five NYC TV programs that are part of this licensing agreement are: *\$9.99*, *Cool in Your Code*, *Eat Out NY*, *Fashion in Focus* and *New York 360°*.

"We're pleased with the interest that our programming is generating in other markets and excited that our viewers who get away to the Hamptons for the weekend don't have to leave their favorite NYC TV shows behind," said Trevor Scotland, Director of Business Development & Operations for NYC Media Group.

Ernie Schmizzi, President and General Manager of WVVH-TV said, "WVVH is proud of our new association with NYC TV. The programming that NYC TV produces is first rate and will surely be a winner in the Hamptons. We're happy to bring NYC TV to the Hamptons and look forward to a great summer and to working together in the future."

"It's wonderful to have *Cool in Your Code* running on WVVH. It's a quality station and a great environment for an Emmy Award winning show like *Cool in Your Code*," said Hank Wasiak, Co-Founder of The Concept Farm, which co-produces *Cool in Your Code*.

"We're infotainment made for and about New Yorkers and airing in the Hamptons provides an opportunity for sponsors, like the Bank of New York to extend their reach."

NYC TV's deal with WVVH-TV is part of the network's larger effort to distribute its New York-centric programming across a variety of platforms, including airline inflight systems, cruise ships, mobile devices and other broadcast and cable stations. NYC TV programs air on WVVH-TV every day from 1:00-2:00 PM, with encores airing 1:00-2:00 AM.

About NYC TV

NYC TV is a division of NYC Media Group, the entity responsible for managing and programming the media assets of the City of New York. NYC Media Group's television properties include one broadcast station reaching 7.3 million households and five cable stations reaching 1.8 million households. NYC TV 25, the flagship channel of the network airing on broadcast channel 25, features original programming created and produced by NYC TV Original Productions, also part of NYC Media Group. These Emmy® Award winning programs highlight New York City lifestyle, culture and history. For more information, visit www.nyc.gov/tv.

About WVVH-TV

WVVH-TV, Hamptons TV® is the largest FCC licensed TV station in Suffolk County, broadcasting on UHF Channel 50 and Cablevision Channel 78. The station has over 850,000 broadcast viewers and is seen worldwide at webstream www.wvvh.tv. WVVH-TV began operations in 1994 and is the official TV station for the Hampton Classic Horse Show and the Hamptons International Film Festival. The schedule includes sports, movies, lifestyle, news and children's programming. Additional information is available at our website www.wvvh.com. WVVH-TV is also the state designated Amber Alert Station and National Hurricane Station for emergency broadcast for Suffolk County.