

APRIL
2002

New Soundtrack Channel absorbs MusicCountry assets

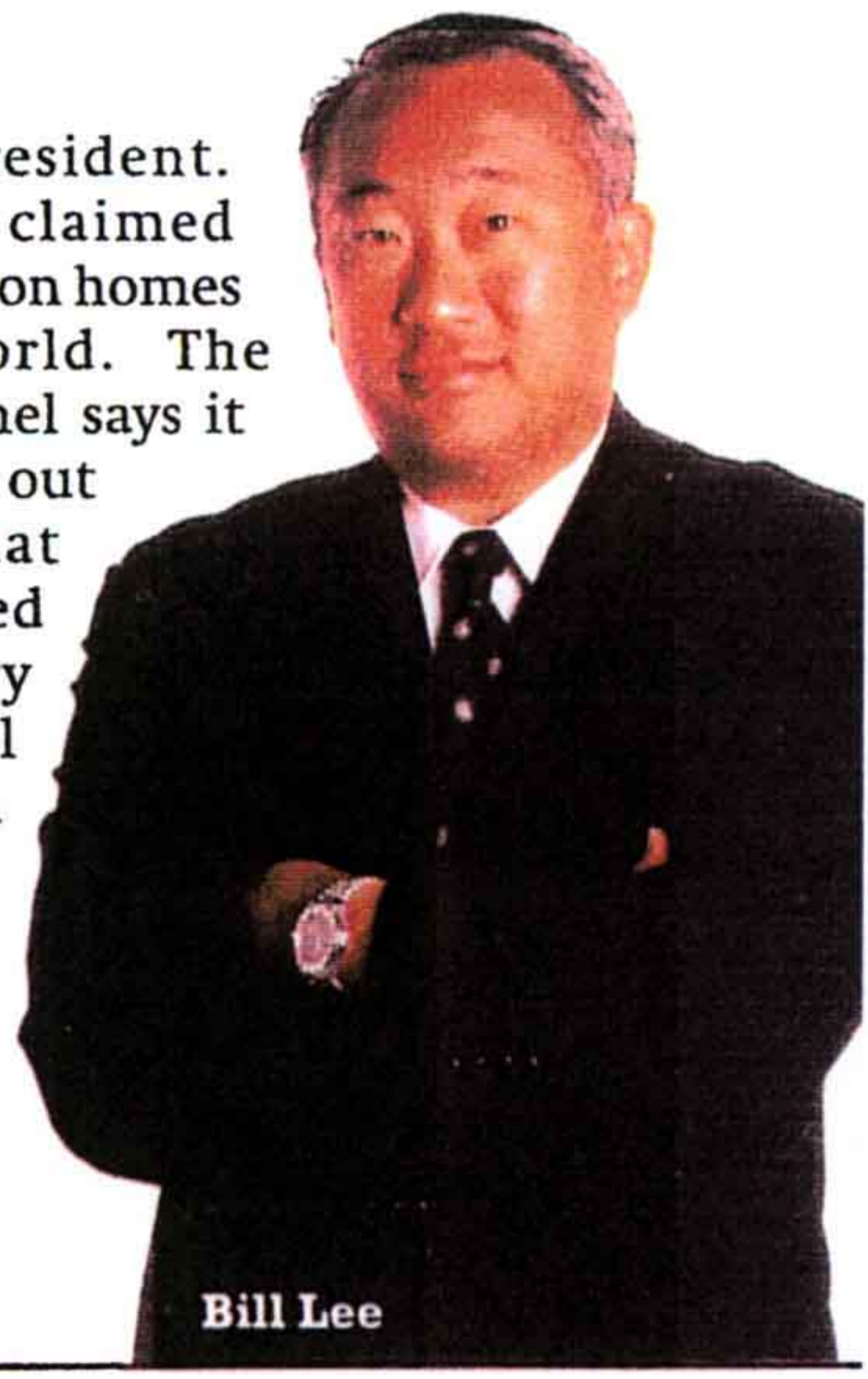
Gaylord Entertainment's low-key music channel, Music Country, has been sold to new US-based cable network, the Soundtrack Channel. The deal includes MusicCountry channel assets in Japan, Indonesia, Taiwan, Korea, Philippines, Australia and New Zealand.

The Soundtrack Channel, which will feature music videos from contemporary and classic film and television soundtracks as well as entertainment news and interviews, is being launched by former MGM Gold and E! Entertainment senior executive, Bill Lee, in a joint venture with MWP Editorial, a post-production and editorial company, and Gaylord Entertainment.

Lee will head up the new



company as president. MusicCountry claimed access to four million homes around the world. The Soundtrack Channel says it will begin rolling out on systems that previously carried the MusicCountry channel, and will be seeking both subscription and advertising revenues. Financial details of the deal have not been disclosed.



Bill Lee