

NEW CABLE NETWORK SOUNDTRACK CHANNEL ACQUIRES ASSETS OF GAYLORD ENTERTAINMENT'S "MusicCountry" CHANNEL IN AUSTRALIA, ASIA/PACIFIC AND BRAZIL

Soundtrack Channel to Begin on March 1, 2002

Soundtrack Channel to Feature Music Videos from Contemporary and Classic Film and Television Soundtracks

Los Angeles, CA – February 26, 2002 New Cable network Soundtrack Channel has signed an agreement with Gaylord Entertainment to acquire its MusicCountry channel assets in Brazil, Japan, Indonesia, Taiwan, Korea, Philippines, Australia and New Zealand. Created as a destination on television for people who love movies, music and entertainment news, Soundtrack Channel ("STC") will begin rolling out on systems previously carrying the MusicCountry network on March 1, 2002, reaching an estimated audience of over 4 million subscribers. STC is a joint venture between Bill Lee, former Vice President of International for E! Networks; MWP Editorial, a post-production and editorial company; and Gaylord Entertainment. The announcement was made today by Lee, President of the Soundtrack Channel, LLC.

STC will feature music videos from movie and television soundtracks, including original movie music videos that are specially produced for the channel. In addition, STC provides viewers with entertainment news, interviews with celebrities, behind the scenes of the movie-making process and all the latest information on new releases coming to the theaters, Home Video/DVD, Pay-Per-View and VOD. The channel will be both advertiser-and subscription-supported and has already established key content affiliations with major music labels.

"In today's tough economic environment, cable channels need to offer more to operators," said Lee. "This new channel will create the ideal environment for promoting future technologies and, unlike traditional music video channels, STC has a built-in audience of movie and music fans to whom these movie music videos have a strong relevance due to their prior association with the films themselves. Movie music videos also tend to have higher production values because of the film content featured in them. This kind of content really has universal appeal so we think we have an international hit on our hands."

In addition to providing cable operators with attractive cross-promotional opportunities, Soundtrack Channel affords movie studios and the record industry with a marketing solution for their soundtrack category, which historically has not been supported beyond the initial release of a feature film. In addition, the channel can be localized in each market to support that territory's own film and television industry.

Soundtrack channel will uplink at Crawford Communications in Atlanta, GA and be delivered via satellite on PanAm Sat 3 and 8, which footprint includes Australia, New Zealand, Japan, Korea, Taiwan, Thailand, Malaysia, Singapore, Philippines, Hong Kong and Brazil and Latin America.

The corporate website, www.stcchannel.com is currently available.

About MWP Editorial

MWP Editorial is a Santa Monica, CA based editorial firm specializing in commercials. MWP also focuses on editing video, feature films, promos and film trailers. Equipped with all the latest software and technology, all MWP editors are experts in the special effects field, as well as in visual, graphic and sound design.

About Soundtrack Channel

Based in Santa Monica, CA, Soundtrack Channel, LLC is the first and only cable and satellite channel to exclusively feature music videos from movie and television soundtracks, including original movie music videos that are specifically produced for the channel. Not just a music video channel – Soundtrack Channel is the destination on television for people who love movies, music and entertainment news, providing the hottest music of the movies and television, bringing viewers up close and personal with the celebrities, behind the movie making process and the latest movie news from Hollywood.