

FOR IMMEDIATE RELEASE:

SOUNDTRACK CHANNEL LAUNCHES IN WEST AFRICA

A Carriage Agreement with Trumpet TV Expands STC's Global Footprint

MIP TV, Cannes, France – April 11, 2005 Further expanding its global distribution, Soundtrack Channel (“STC”) has launched in West Africa through a deal with Trumpet TV. The announcement was made today by STC Founder and CEO Bill Lee.

STC recently launched on the new DTH platform Trumpet TV from ATTN in West Africa. The service is initially being made available in Nigeria and will roll out to the rest of West Africa over the course of the year. Trumpet TV signed a three-year deal with STC and will pick up the channel's US feed.

“We are delighted at the progress we have made this year alone,” said Mr. Lee. “We've secured substantial distribution throughout Asia and recently launched in India on DishTV. With the addition of the West Africa, STC is now on every continent making us a truly global channel.”

STC features music videos from movie and television soundtracks, as well as original shows focused on entertainment news, behind-the-scenes of the movie-making process and celebrity interviews. The channel was founded three years ago when it first launched channels in Brazil, Japan, Indonesia, Taiwan, Korea, Philippines, Australia and New Zealand. STC quickly secured further distribution throughout Asia, Latin America, Europe and the UK. Last year, STC also signed carriage agreements with Insight Communications and the National Cable Television Cooperative in the United States.

About Soundtrack Channel

Soundtrack Channel, LLC (“STC”) 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 specially produced for the channel. The channel also features entertainment news, behind-the-scenes of the movie-making process and celebrity interviews. Founded three years ago, STC is now available in 50 countries around the world. Further information about the company can be found at www.soundtrackchannel.com

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