

FOR IMMEDIATE RELEASE:

SOUNDTRACK CHANNEL NAMES DENIS LEVERSON CHIEF OPERATING OFFICER

Heather Hull Joins STC as Director of Affiliate Sales, North America

Santa Monica, CA – April 3, 2005 Soundtrack Channel (“STC”), the independent cable and satellite channel available in 47 countries around the world, has promoted Denis Levenson to the position of Chief Operating Officer. Levenson has been with STC for three years as Vice President, Business Development and Programming. STC also hired Heather Hull as Director of Affiliate Sales, North America. The announcements were made today by STC CEO and founder, Bill Lee.

“Denis has been instrumental in global roll-out of STC, including developing and executing some of our strategic alliance agreements in key markets,” said Lee. “As COO, Denis will oversee the further development and distribution of STC both as a linear and VOD service, as well as development of additional channels and revenue streams for the company.”

Prior to joining STC, Denis Levenson held several key positions in business development, marketing, programming and production at DirecTV Latin America, the most recent of which was as Programming Director. In his various positions there, he was responsible for business planning, partnership formation and channel launches. Among his achievements was the successful formation and start-up of the DirecTV Latin America partnership, the successful launch of the “Disney Weekend” franchise, an exclusive channel on DirecTV Latin America and Disney’s first entrance of a channel into the Latin American market, and the launch of DirecTV Sports channel, a proprietary 24-hour sports channel.

Heather Hull joins STC from Game Show Networks, where she was Director of Affiliate Sales and responsible for distribution, acquisition, retention and promotion for the Southern Region, including Oklahoma, Texas, Arkansas, Mississippi, Tennessee, Kentucky, Louisiana and Alabama. Prior to GSN, she was affiliate coordinator at Showtime Networks.

“The addition of Heather really underscores our commitment to expanding our presence in the US and Canada,” continued Lee. “She is a dedicated professional who already has made significant strides for us in terms of distribution.”

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 47 countries around the world. Further information about the company can be found at www.soundtrackchannel.com

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