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BLACK FAMILY CHANNEL SIGNS AFFILIATION AGREEMENT WITH TIME WARNER CABLE NEW YORK AND NEW JERSEY

Network takes a bite out of the Big Apple promising to deliver timeless television to African-American viewers

(October 7, 2004) Atlanta, GA – Black Family Channel will launch on Time Warner Cable New York and New Jersey October 8 on Channel 152. The Network will be available to over 730,000 digital subscribers servicing Manhattan, Brooklyn, Mt. Vernon, Queens, Staten Island and several other surrounding communities. Black Family Channel promises to reach underserved viewers through its unique programming niche. Our position is simple, “We will always develop quality, family programming that is appealing, interesting, entertaining and culturally relevant to the African-American community,” stated Samara Cummins, Vice President of Affiliate Sales and Marketing.

“Black Family Channel has a responsibility to be more than a medium but a message,” stated Hollywood Producer Robert Townsend. “We have an opportunity to show families what they don’t normally see on cable or television; positive images, positive programming, positive marketing and positive people mirrored after them.”

Townsend who was appointed President and CEO of Productions earlier this year, held a casting call in New York to audition rising stars for lead roles. Some of the local talent that Townsend discovered can be seen on several shows slated to debut on the Network in November. The new shows include reality series, music and entertainment, sitcoms, dramas and an urban kids programming block. In addition, Black Family Channel will continue to offer its award winning signature programs such as black college sports classics, specials, documentaries, news and information.

Black Family Channel’s vision is to change the viewing culture of cable television and solidify its position as the destination channel for the African-American family. Also, the Network will continue to build upon its grassroots initiatives, expand partnerships with major advertisers and increase alliances with black churches across America.

About Black Family Channel

Black Family Channel is America’s only minority-owned and operated, 24-hour cable network committed to providing wholesome entertainment for the entire family. The mission of Black Family Channel is to inform, entertain and empower urban communities with family programming. Although Black Family Channel targets African American viewers, its services and offerings are non-exclusive and designed to positively impact the entire community. For more information about Black Family Channel visit www.blackfamilychannel.com.

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