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BRIGHT HOUSE NETWORKS AND SERVICE ELECTRIC CABLEVISION LASTEST TO LAUNCH SHALOM TV

August 5, 2008 (Fort Lee, NJ) - Bright House Networks, serving 2.4 million households in five states, and Service Electric Cablevision of Pennsylvania are the latest cable providers to add Shalom TV to their free Video On Demand lineup.

The launches place Shalom TV in a total of eighteen million homes nationwide, including coast-to-coast carriage on Comcast, Time Warner Cable, MetroCast, and Blue Ridge Communications.

Shalom TV is the only place on American television featuring entertaining presentations from the 92nd Street Y, lessons on reading and understanding Hebrew, engaging series on Talmud study and Kabbalah, and original productions for Jewish children. The network also televises expert analysis and coverage of news events, exclusive interviews of American and Israeli Jewish leaders, feature films and documentaries, and programs on Jewish life.



"We are delighted to welcome Bright House to the Shalom TV family, and are especially excited to bring the Jewish perspective on television to their important communities in Florida, California, and the Midwest," said network president Mark S. Golub.

Bright House Networks is America's sixth largest MSO, with systems in Tampa/St. Petersburg, Clearwater, Orlando, Bakersfield (CA), Detroit, and Indianapolis.

Also adding Shalom TV is the nation's first cable television company, Service Electric Cablevision. The Pennsylvania-based provider is one of several successor corporations to a community antenna television business started by John and Margaret Walson in the spring of 1948. Mr. Walson has since been recognized by the US Congress and the National Cable Television Association as the founder of the cable television industry.

"As with our pioneering efforts in creating the first full-time Jewish television service in the country, we recognize how the entire cable industry began with a handful of enterprising and innovative individuals," remarked Rabbi Golub. "Now, thanks to Service Electric Cablevision, we look forward to making a real difference in the lives of Jewish families in geographic regions where there is traditionally less Jewish culture in everyday life."



For Bright House and Service Electric Cablevision subscribers, Rabbi Golub envisions Shalom TV as "providing viewers with a way to enhance their connections to Jewish life, the State of Israel, and the Jewish tradition."

Shalom TV, based in metro New York City, maintains a Web site at www.shalomtv.com.

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