

CHANNEL ONE'S HEALTHY LIVING CAMPAIGN AWARDED GOLD MYERS MEDIA INNOVATION & CREATIVITY AWARD

Year-Long Series Singled Out for its Creative Mix of Broadcast and Online Elements

NEW YORK, NY -- (February 22, 2006) -- Channel One, the preeminent news and public affairs content provider reaching more than seven million students in middle schools and high schools across the country, today announced its year-long healthy living campaign, 'One Step to a Better Me,' received the Jack Myers's Gold Myers Media Innovation & Creativity Award. Sponsored by SUBWAY® restaurants, a leading national franchise offering conscious consumers fresh, great tasting food including low-fat and low-carb alternatives, the Channel One campaign leverages a creative mix of broadcast and online elements to promote the benefits of an active lifestyle. *Jack Myers Media Business Report* presented Gold, Silver & Bronze Honors in the Third Annual Myers Media Innovation & Creativity Awards, and selected winners from the more than 300 entries received.

Elements of the campaign acknowledged with this award include the creation of a 30 second promotional spot featuring everyday teens to advise viewers about the new program, 40 "One Step" one-minute tips for leading a healthy, balanced life, and eight, three to four-minute editorial segments on healthy living to air as part of Channel One's daily news broadcast in middle schools and high schools nationwide. Since the launch of the year-long campaign, teens have been offered tips and how-to's from exercise and physical fitness experts, professional athletes and nutritionists on topics from injury prevention to portion control.

The multi-media campaign also utilizes ChannelOne.com to supplement the television programming, encouraging viewers to visit the popular online community for on-demand access to a range of personalized diet and exercise resources. As part of 'One Step to a Better Me,' ChannelOne.com creates interesting interactions between content and teens with features like the calorie calculator and, through an archive of video segments, enables viewing of the "One Step" tips series.

"This award validates the level of interaction and creativity that the campaign was designed to achieve," said Judy L. Harris, CEO and president of Channel One. "We are pleased to be singled-out by influencers in the industry for our commitment to providing innovating programming through a variety of creative platforms. From concept development to execution, 'One Step to a Better Me' is a great example of how two organizations worked to empower youth with good messages about healthy living, and delivered those messages in a way that encourages positive reaction and response."

"We are pleased to sponsor a media campaign that has the ability to reach and engage millions of teens on an issue as important as healthy living," said Michelle Cordial, Brand Director for SUBWAY® restaurants. "'One Step to a Better Me' echoes SUBWAY's

commitment to making healthier options available, tailors the format to appeal specifically to teens, and uses a highly creative approach to inform and educate.”

Broadcasting since 1990, Peabody Award-winning Channel One News is the leading source of news and information for young people. The 12-minute news broadcasts are delivered daily. Channel One News and its award-winning Web site, ChannelOne.com, feature stories on breaking news and relevant issues that affect the world, the nation and, specifically, America's teenagers.

About Channel One

Peabody Award-winning Channel One is the preeminent news and public affairs content provider reaching more than seven million teens in middle schools and high schools across the country, nearly 30% of teenagers in the U.S. In recent months, Channel One News has covered fast-breaking world events from regions such as Iraq, Kuwait, Afghanistan, Thailand, Sri Lanka, Jordan, Cuba, Venezuela, North Korea, Myanmar, and Qatar. Channel One News programming has been featured on leading networks and news programs, including CNN, ABC News, the WB, Nightline, and The Today Show. Visit the Webby Award-winning website ChannelOne.com to learn more.

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