

CHANNEL ONE HIGHLIGHTS NEWSMAKERS FOR THE WEEK OF MARCH 13th, 2006

NEW YORK, NY (March 17, 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, highlights national and global news stories covered by Channel One News during the week of March 13th.

Through an engaging mix of on-the-ground news casts, exposes, features and investigative reporting, Channel One continues to deliver relevant and timely news that inspires teens and helps them get informed on global news and public affairs. Highlights from this past week include:

- **Getting Road Ready:** Car accidents are the number one cause of death for teens. Studies show that 60 percent of teen car accidents result from inexperience in four main areas; hazard recognition, speed management, space management and vehicle handling. Channel One's Errol Barnett reported on a new and innovative driver's training program that targets the four main areas and teaches teenagers how to deal with them. Channel One followed up with the "Question of the Day," and found that 73 percent of our respondents believe teenagers should be required to take a similar drivers training program.
- **Deaf Jams:** Researchers are showing that the growing popularity of personal music devices is producing unexpected problems for listeners. Channel One reported the results of a recent study, which showed that 28 percent of teens need to turn up the volume on their TV sets in order to hear it, and 17 percent of teens have tinnitus, or ringing of the ears. According to the study, the problem is that teens are spending too much time with personal music devices and cell phones at a loud volume. Channel One viewers heard from specialists that noted, it can take up to a decade for hearing damage to come about, and thus teenagers must start addressing the problem now.
- **Making MySpace Safe:** After immense amounts of feedback from viewers, Channel One's Seth Doane followed up on an earlier report about the MySpace.com phenomenon. Doane uncovers the latest security concerns with social networking sites, an issue that is becoming a growing debate across the country. Channel One turned to Internet security experts to help educate teens as to how they can stay safe in such a risky environment.

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, features 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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MEDIA CONTACT:

(Media) Lisa M. Bruno, Sloane & Company, 212-446-1873, lbruno@sloanepr.com