

Channel One Network Moves News Operations to Washington, D.C.; Move Puts Network at the Hub of News and Public Affairs; Affirms Commitment to Connecting Teens to the Big Issues

NEW YORK (April 11, 2006) -- Channel One, the preeminent news and public affairs content provider for teens, reaching more than 7 million students in middle schools and high schools across the country, today announced that effective July 1, its award-winning broadcast will be produced from a new Washington, D.C.-based newsroom. Establishing a home base in the nation's capital underscores Channel One's commitment to connecting teens to current events and the issues impacting them in an increasingly global society.

"The move to Washington, D.C. comes on the back of a 15-year history and some considerable milestones achieved as a news organization," said Judy L. Harris, CEO and President of Channel One. "When we launched, we filled a very significant news void. The fact was, teens weren't tuning into the news. Today we are reaching more than 7 million teens with relevant news every day in the classroom, at a time when an informed and broadened perspective has never been more essential to higher learning and competing in the global workplace.

"We thought, what better way to show our commitment to our teen audience than by increasing Channel One's presence at the epicenter of public affairs and breaking news. There isn't a better, more exciting backdrop from which to set the standard of news and production for teens and, along the way, inspire tomorrow's civic leaders and broadcast journalists. Now, Channel One is in even better position to empower teens by delivering an unbiased and balanced view of the world."

With its considerable commitment to Washington, D.C., Channel One will strengthen its on-the-ground reporting capabilities and raise its visibility as a source for breaking news in a market where issues on a national and global scale are generated and debated. Channel One is also investing in new production technology by partnering with a leading production house. Further, the new studio demonstrates Channel One's focus on delivering content quickly, efficiently and across media platforms.

Previously, Channel One's full-service newsroom was based in Los Angeles, with a satellite studio in Washington, D.C. The company will maintain a Los Angeles-based news bureau to ensure cross-country coverage and resources. Its Internet operations and broadband television initiatives will also operate out of Los Angeles.

Channel One's Washington, D.C. studio will be up and running in time for the start of the 2006-2007 school year.

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 percent of teens 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.

About PRIMEDIA

PRIMEDIA is the leading targeted media company in the United States. With 2005 revenue of \$990 million, its properties comprise more than 100 brands that connect buyers and sellers through print publications, Internet, events, merchandise and video programs in three market segments:

- Enthusiast Media is the No. 1 special interest magazine publisher in the United States, with more than 90 publications, 100 leading Web sites, 90 events, 11 TV programs, 600 branded products, and has such well-known brands as Motor Trend, Automobile, Automotive.com, Equine.com, In-Fisherman, Power & Motoryacht, Hot Rod, Snowboarder, Stereophile, Surfer, and Wavewatch.com.
- Consumer Guides is the No. 1 publisher and distributor of free consumer guides in the U.S. with Apartment Guide, Auto Guide and New Home Guide, distributing free consumer publications through its proprietary distribution network, DistribuTech, in more than 50,000 locations. The Group owns and operates leading Web sites including ApartmentGuide.com, AutoGuide.com, NewHomeGuide.com and RentClicks.com.
- Education includes Channel One, a proprietary network to secondary schools, Films Media Group, a leading source of educational video, and PRIMEDIA Healthcare, a continuing medical education business

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