



CHANNEL ONE RECAPS NEWSMAKERS FOR THE WEEK OF AUGUST 29, 2005

NEW YORK, NY (September 2, 2005) -- Channel One, the preeminent news and public affairs content provider reaching almost eight million students in nearly 12,000 middle schools and high schools, recaps national and global news stories covered by Channel One News during the week of August 29th.

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:

- **Katrina's Fury** – Last week, Channel One broadcast an educational segment on hurricane season. This week, Rich DeMuro was on the Gulf Coast when Katrina hit land, reporting on the preparations and the broad based devastation to New Orleans, Gulfport, Mississippi and Mobile, Alabama, as well as the impact on gasoline prices around the U.S. Original Channel One footage was used on ABC World News Tonight.

The week's in-depth coverage also included a spokesperson from the American Red Cross discussing how teens across the country can contribute to the relief effort, a movement already gaining significant steam among the millions of teens that Channel One reaches.

- **Just Think Twice** - In the midst of the nation's meth crisis, the Drug Enforcement Administration announced the launch of its anti-drug website aimed at teens. Channel One's reporting on the new resource included a on-air demonstration of the features and information available to teens on the Web site, www.justthinktwice.com.

Now in its 15th year of broadcasting, 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, www.channelone.com, feature stories on breaking news and relevant issues that affect the world, the nation and, specifically, America's teenagers.

About Channel One

A PRIMEDIA (PRM) company in its 15th year of broadcasting, Peabody Award-winning Channel One is the preeminent news and public affairs content provider reaching almost eight million teens in nearly 12,000 middle schools and high schools across the country. 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 www.channelone.com to learn more.

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