



Channel One News™

CHANNEL ONE LAUNCHES NEW WEB SITE FOR EDUCATORS AND PARENTS

- ChannelOneNetwork.com Offers Tools to Supplement Instruction and Spark Dialogue on News and Public Affairs -

NEW YORK, NY -- (September 14, 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 across the country, today announced the launch of ChannelOneNetwork.com, a Web site built expressly for educators, administrators and parents interested in utilizing Channel One to help teens become informed global citizens.

ChannelOneNetwork.com extends the company's position as a valued Web resource and creates new interactions between its content and the Channel One community. The site will offer daily lesson plans and weekly quizzes to assist educators in bringing current events into the classroom and provide guidance for parents looking to initiate meaningful discussions with their teens on the day's news headlines and social issues. ChannelOneNetwork.com will serve these constituents as a resource portal and vibrant community for educators and parents who share an interest in empowering teens through knowledge and awareness.

"In our efforts to inspire teens to become informed members of society it was important that we find new and creative ways to engage parents and educators," said Judy L. Harris, CEO and president, Channel One. "The ideal is for all three - students, teachers and parents - to feel accountable for initiating a dialogue around global issues inside and beyond the classroom. ChannelOneNetwork.com is our answer to getting this done. With a single click, teachers and parents can arm themselves with a wealth of tools, tips and resources to broach important subjects and supplement instruction on current and civic affairs."

The new educator/parent-centric site will launch as complement to the daily Channel One News broadcast, as well as ChannelOne.com's in-depth special reports, interactive features and award-winning streaming video to create a more robust and engaging interactive platform.

ChannelOneNetwork.com launched September 6, in time for the 2005-2006 school year.

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 Webby 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

A PRIMEDIA 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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