

CHANNEL ONE HIGHLIGHTS NEWSMAKERS FOR THE WEEK OF OCTOBER 10, 2005

-Body Conscious Boys, an Earthquake's Aftermath and What iPod Video Might Mean for Hollywood-

NEW YORK, NY (October 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, highlights national and global news stories covered by Channel One News during the week of October 10, 2005.

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:

- **Body Image** – Channel One reporting surfaced an alarming new trend – a rise in body consciousness among boys. The segment examined the great lengths to which some boys will go in pursuit of the ‘perfect’ body, including dangerous diets and questionable body supplements.
- **Aftershocks in Pakistan** – Channel One spoke to Pakistan’s Consul General in Los Angeles about the fate and future of his country and visited an Operation USA warehouse where the relief organization was busy gathering blankets and other supplies.
- **iPod Goes to Hollywood** – The seemingly ubiquitous iPod launched its new video capabilities and Channel One took note with coverage on its expected impact. The segment looked at digital downloading and its effect on the music industry raising discussion around how or whether the device will transform the Hollywood and television business landscape.

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, ChannelOne.com, feature stories on breaking news and relevant issues that affect the world, the nation and, specifically, America's teenagers.

About Channel One

Now 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 ChannelOne.com to learn more.

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