

THE BROADWAY CHANNEL®



THE BROADWAY CHANNEL®, BROADWAY MULTIMEDIA, INC. WELCOMES DENVER CENTER FOR THE PERFORMING ARTS

October 1, 2007, Coral Gables, FL – Broadway Multimedia, Inc. part of The Broadway Channel® is pleased to welcome another regional theatre. Our newest addition is **The Denver Center for the Performing Arts**, based in Denver, CO. Touring shows comprising their 2008 Broadway series include: *A Chorus Line*, *My Fair Lady*, *The Drowsy Chaperone*, *Sweeney Todd*, *Avenue Q* and *Jersey Boys*. Additionally, special added attractions include return engagements of hits *Mamma Mia!* and *Stomp*, and a gorgeous new production *Cirque Dreams Jungle Fantasy*.

The Broadway Channel is a full-service multimedia company that produces and distributes video and television programming for Broadway, Off-Broadway, Performing Art Centers and Regional Theatres. The Broadway Channel® has an initiative with American Express' Broadway.Yahoo.com providing exclusive customized Broadway show features and star interviews for its website. Additional projects for American Express' Broadway.Yahoo.com include interactive CD-ROMs of which over 3.8 million have been distributed via national magazines in the past year.

The Broadway Channel is available to Sprint TV subscribers on Channel 57 in the entertainment category. Daily programming includes a "clip of the week" from one of Broadway's top shows; interviews with actors, directors and other theater insiders; special features from shows on tour; exclusive on-location segments from opening nights; star-studded red-carpet events and more.

Broadway Previews, part of The Broadway Channel®'s digital network provides daily programming on a dedicated channel into 34,000 Manhattan hotel rooms. The Broadway Channel digital network allows for "time of day" airing of theatrical programming, commercials, ticket billboards and star interviews.

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