

THE BROADWAY CHANNEL[®]



THE BROADWAY CHANNEL[®], BROADWAY MULTIMEDIA, INC. WELCOMES BROADWAY GRAND RAPIDS

June 25, 2010, Coral Gables, FL – Broadway Multimedia, Inc. part of The Broadway Channel[®] is pleased to welcome another performing arts series. Our newest addition is Broadway Grand Rapids based in Grand Rapids, MI.. The touring shows comprising their 2010-2011 season include *South Pacific*, *Legally Blonde The Musical*, *In the Heights*, *Grease*, *Chicago The Musical*, *Stomp*, and *Shrek the Musical*.

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 will not begin to provide Broadway programming as part of the Video on Demand broadband platform available on stand-alone TiVo DVR's. TiVo subscribers will have access to updated Broadway Previews show features, interviews, and billboards as well as with our monthly What's Hot on Broadway programming segment to 750,000 DVRs.

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 36,000 Manhattan hotel rooms. The Broadway Channel digital network allows for "time of day" airing of theatrical programming, commercials, ticket billboards and star interviews.

###