

THE BROADWAY CHANNEL[®]



THE BROADWAY CHANNEL[®], BROADWAY MULTIMEDIA, INC. WELCOMES THE LEXINGTON OPERA HOUSE

September 4, 2009, Coral Gables, FL – Broadway Multimedia, Inc. part of The Broadway Channel[®] is pleased to welcome another regional theatre. Our newest addition is The Lexington Opera House based in Lexington, KY. The touring shows comprising their 2009-2010 Live Broadway at the Opera House season include *Of Mice and Men*, *The Wizard of Oz*, *The Drowsy Chaperone*, *Camelot*, *Avenue Q* and a Network's presentation of *Disney's Beauty and the Beast*.

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 35,000 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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