

THE BROADWAY CHANNEL[®]



THE BROADWAY CHANNEL[®], BROADWAY MULTIMEDIA, INC. WELCOMES MARCUS CENTER FOR THE PERFORMING ARTS

December 21, 2009, Coral Gables, FL – Broadway Multimedia, Inc. part of The Broadway Channel[®] is pleased to welcome another regional theatre. Our newest addition is Marcus Center for the Performing Arts based in Milwaukee, WI. The touring shows remaining in their 2009/10 season include *Grease*, *Legally Blonde the Musical* and *Wicked*.

“The Marcus Center is excited to be partnering with The Broadway Channel to provide great, high quality video segments to our patrons,” said Heidi Lofy, VP of Sales & Marketing at the Marcus Center. “Patrons really appreciate being able to preview up coming shows and see what’s hot on Broadway while visiting our website.”

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 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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