

# THE BROADWAY CHANNEL<sup>®</sup>



## **The Broadway Channel<sup>®</sup> announces its newest affiliated hotel, The Ritz Carlton New York Battery Park**

**August 25, 2009, New York, NY - The Broadway Channel<sup>®</sup>** today announces it will provide daily programming to all guest rooms and suites at one of the finest New York City luxury hotels, The Ritz Carlton New York Battery Park. At 298 rooms, The Ritz Carlton New York Battery Park immerses its guests in all the luxury and cultural heritage that is lower Manhattan. The Broadway Channel will transmit its digital television programming into all rooms as part of the hotel's cable lineup.

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 Jet Blue Airways providing airline customers free access behind-the-scenes rehearsals, captivating interviews and exclusive coverage of star-studded opening nights from Broadway, Off-Broadway and Las Vegas productions en route to their favorite destination.

Broadway Previews, part of The Broadway Channel's digital network provides daily programming on a dedicated channel into 35,948 Manhattan hotel rooms. The Broadway Channel digital network allows for "time of day" airing of theatrical programming, commercials, ticket billboards and star interviews.

The Broadway Channel is available to Sprint TV subscribers in the entertainment category. Daily programming includes a "What's Hot on Broadway" segment from several 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.

The affiliation with The Ritz Carlton New York Battery Park, is yet another example of The Broadway Channel's unique reach and distribution into Manhattan's finest hotels. Further announcements regarding The Broadway Channel launch of daily programming will soon follow.