

THE BROADWAY CHANNEL®



THE BROADWAY CHANNEL®, BROADWAY MULTIMEDIA, INC. WELCOMES TAMPA BAY PERFORMING ARTS CENTER

September 8, 2008, Coral Gables, FL – Broadway Multimedia, Inc. part of The Broadway Channel® is pleased to welcome another regional theatre. Our newest addition is the Tampa Bay Performing Arts Center, based in Tampa, FL. The first three touring shows in their 2008-2009 Broadway season include: *Wizard of Oz*, *The Phantom of the Opera*, and *Chitty Chitty Bang Bang*.

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. New York-based JetBlue Airways Corporation (Nasdaq: JBLU) and The Broadway Channel® announced a partnership that gives the airline's 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

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 33,000 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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