

THE BROADWAY CHANNEL®



The Broadway Channel® announces its newest affiliated hotel, The Flatotel

March 22, 2010, New York, NY - The Broadway Channel® today announces it will provide daily programming to all guest rooms and suites at one of the New York City's finest luxury hotels, The Flatotel. At 288 rooms, The Flatotel offers boutique hotel intimacy with apartment size rooms. 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. Also, it will provide Broadway programming as part of the Video on Demand broadband platform available on stand-alone TiVo DVR's.

Broadway Previews, part of The Broadway Channel's digital network provides daily programming on a dedicated channel into 34,184 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 Flatotel, 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.