



FOR IMMEDIATE RELEASE:

SPORTSHD INKS DEAL WITH INHD FOR TWO HDTV SPORTS SERIES

**“USA Basketball: The Drive for Gold” and “World University Games:
Triumph in Izmir” to Premiere on INHD**

Denver, CO – January 20, 2006 SportsHD Productions, a new sports-based television production company, has concluded a pre-NATPE licensing agreement with INHD, the leading dedicated high-definition network. “USA Basketball: The Drive for Gold” and “World University Games: Triumph in Izmir,” two new high-definition sports series, will premiere on INHD beginning in March. The announcement was made today by Matt Bortz, President & Chief Operating Officer, SportsHD and Mark Boccardi, Director, Product Development for INHD.

SportsHD has created a niche genre known as “docu-sports” that allows viewers to *get inside* the compelling stories and human drama in the world of sports. “USA Basketball: The Drive for Gold” (6x30) provides an insider’s view into how Team USA came together for an inspiring three-week run resulting in the basketball Gold Medal at the 2005 World University Games in Izmir, Turkey. In “World University Games: Triumph in Izmir” (2X60), the two-part series offers a behind-the-scenes look at the pageantry, world unity and event highlights of the World University Games, the second largest international athletic competition in the world after the Olympics.

Bortz stated, “We are thrilled to announce that INHD, the leading high-definition network, is the perfect home for our two new series. We look forward to building our working relationship with INHD and the opportunity to provide them additional programming in the future.”

(more)

SportsHD Productions – cont./page 2

Boccardi added, “SportsHD produces unique and compelling high-definition sports programming that is an ideal fit for our network going forward. These two programs will enhance our programming lineup in 2006. As our networks continue to grow, and our HD viewership keeps expanding, we are excited about the possibility of building a long-term relationship with a high-quality producer such as SportsHD.”

ABOUT SPORTSHD:

SportsHD Productions, Inc. (www.SportsHD.com) is a sports-based television production company that develops programming in both high definition and standard definition. The company is focusing on meeting the anticipated exponential growth of HDTV and is addressing the dearth of sports-oriented HD programming. SportsHD specializes in “docu-sports” projects that combine the best of documentary and traditional sports programming. The company’s features capture the drama, competitor interaction, and physical, mental and emotional ups and downs of athletic competition. SportsHD’s relationships with key figures in the sports world -- combined with the intimacy HD technology allows -- permits viewers to “get inside” the world of sports like never before.

ABOUT INHD:

INHD and INHD2 are the most widely distributed HDTV networks on cable. Available on Adelphia, Bright House, Cablevision, Comcast, Cox, Mediacom Communications, Patriot and Time Warner cable systems, the channels are available to more than 50 million subscribers and service more than 2.5 million HD households. INHD features live HD sports through partnerships with MLB, NBA, CSTV:College Sports Television, Arena Football League, PGA Tour, United States Olympic Committee boxing and mixed martial arts. It also features exciting sports and competition-related programming such as the popular original series *Major League Ballparks: Cathedrals of the Game*, *Fields of Glory*, *The A List* and *Tour de Gorge*.. INHD2 offers a premiere lineup of high-definition movies, music and entertainment programming. The exclusive HDTV home for more than 35 stunning films made for IMAX® theaters, INHD2 also features first-run movies, riveting music specials such as *Rockin’ the Corps* and *Music 101*, and weekly HD concerts from such mega acts as Bon Jovi, Mary J. Blige, Usher and The Who. INHD Networks is committed to adding 100 hours of original high-def programming each month through the launch of eye-popping original series and specials such as *FHM Uncovered*, *Go!* and *Caribbean Escapes*. INHD and INHD2 are owned and operated by iN DEMAND Networks.

Further information can be found at www.inhd.com.

###

CONTACT:

Patricia Frith
Patricia Frith Marketing
818.876.0480
pfmarketing@adelphia.net

Michelle Orsi
310.372.2309
michelle@360-comm.com