



Smithsonian CHANNEL™

FOR IMMEDIATE RELEASE

SMITHSONIAN NETWORKS™ COMPLETES

DISTRIBUTION DEALS WITH CHARTER COMMUNICATIONS AND VERIZON FIOS TV

Smithsonian Channel™ now available to 22 million households

Washington, D.C. – (February 11, 2008) – Smithsonian Networks today announced a major increase in distribution by signing new agreements with

two multi-channel video distributors. Charter Communications and Verizon FiOS TV will carry Smithsonian Channel™.

The announcement was made by Tom Hayden, EVP and General Manager for Smithsonian Networks.

The addition of these new distributors makes Smithsonian Channel available to 22 million households and gives the channel a significant presence across multiple distribution platforms.

The carriage agreements also include Smithsonian Channel On Demand™, which allows viewers to watch select programs whenever they wish. The

Smithsonian Channel On Demand service will be available in both High Definition and standard definition.

Smithsonian Channel's growth in distribution follows the early success and recognition of its programming. Viewers can look forward to a diverse programming slate, telecast entirely in high definition that includes several award winning programs.

One of the channel's early successes was the original documentary, ***“Remembering Vietnam: The Wall at 25”***. New York Festivals awarded this powerful

and moving film their Gold World Medal. The same award was given to the channel's first original series and one of its signature programs, ***“Stories from***

the Vaults” with actor Tom Cavanagh (*“Ed”*) as host. ***“Sound Revolution”***, a six-part series hosted by the award winning actor, Morgan Freeman, earned

a third Gold World Medal. Showcasing some of the most popular musicians of our time, ***“Sound Revolution”*** profiles such renowned musicians as James Brown, B.B. King and Eric Clapton. Finally, a fourth Gold World Medal was awarded to ***“Day of the Kamikaze”***, a fascinating docudrama recreating the Japanese suicide attacks against the Allied Fleet in 1945.

“Nature Tech”, a three-episode high definition series that examines a new field, bio-mimetics, was awarded Best Limited Series by the Jackson Hole Wildlife Film Festival.

“We're very excited to be working with our new partners and thrilled that they share our desire to provide their customers the best in high definition programming from one of the best known brand names with Smithsonian Channel,” said Hayden. “This is great progress for the channel and we look forward to announcing other distribution agreements over the next few months.”

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ABOUT SMITHSONIAN NETWORKS:

Smithsonian Networks (SN) is a joint venture between Showtime Networks Inc. and the Smithsonian Institution. It was formed to create new channels that will showcase scientific, cultural and historical programming largely inspired by the assets of the Smithsonian Institution, the world's largest museum complex. The networks will feature original documentaries, short-subject explorations and innovative and groundbreaking programs highlighting America's historical, cultural and scientific heritage. Visit them on the internet at www.smithsonianchannel.com

CONTACT:

Stuart Zakim

stuart.zakim@showtime.net

212-708-1590