



For Immediate Release

ZONEMEDIA RECRUITS GLOBAL ADVERTISING DIRECTOR & SIGNS KEY DEAL WITH MAJOR BRAND

London, x August -- Leading themed channel operator Zonedia can today announce the appointment of Monica Chard as Global Advertising Sales Director, with the key responsibility of identifying and developing new advertising opportunities throughout the Zonedia portfolio of channels.

Working closely with Zonedia programmers and overseas representatives Chard will formulate packages designed to appeal to international advertisers and fit with the brand strategy of channels including Zone Reality, Zone Club, Zone Horror and Zone Romantica as well as the Extreme Sports Channel.

Following a brief period of consultancy with the company, Chard has already signed a partnership with Rimmel in Hungary to sponsor the 26 x 5-minute series *Makeup Makeover*, with on-air promotions due to premier on Zone Club in September along with on-line promotion through the Zone Club website and magazine tie-ins.

Previously VP International Advertising Sales for Discovery Channel, Chard was responsible for building the brand as part of an international advertising strategy, producing award winning solutions, including branded content, sponsorship and competitions, for clients such as Jonnie Walker, HP and Toyota.

Dermot Shortt, CEO for Zonemedia commented today, “This is a key appointment for Zonemedia, advertising promotion and revenue are vital for channels - whether they be large commercial broadcasters or smaller niche operators – and Monica brings the experience, knowledge and contacts which will allow us to offer impressive added value to the channels we represent.”

Monica Chard also commented, “I am delighted to be taking up this position with Zonemedia – the diversity of its channels, programming and audience offer fantastic potential for advertising opportunities across unlimited industries and brands.”

About Zonemedia

Based in London, Zonemedia is a leading international broadcaster, distributor and representative of thematic television channels. The company was founded in 1991 and today has 18 offices and studios throughout Europe, Asia and Latin America.

Zonemedia owns and operates nine thematic channels: Zone Reality, Zone Reality Extra, Zone Europa, Zone Romantica, Zone Club, Zone Horror, Zone Thriller, Zone Fantasy and Extreme Sports Channel, which broadcast to over 325 million* households across more than 125 countries in 24 languages.

In addition, Zonemedia has a successful channel representation business and currently represents more than 30 international channels created by companies such as Sparrowhawk, Turner, Hallmark, MTV, Discovery and VOOM HD. Zonemedia also has a programme distribution business and continues to syndicate formats, series and specials from the world’s top producers.

In 2005, Zonemedia was acquired by Chellomedia, the European content division of Liberty Global Inc.

**includes a branded block on CCTV-8 China reaching 200million households*

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