

For immediate release to all media



The Ski Channel and Women's Ski Jumping USA form broad partnership

Includes Broadcast Rights to the VISA Women's International Ski Jumping Festival

Los Angeles (May 22nd, 2008) – Steve Bellamy, Chairman and CEO of The Ski Channel <http://www.theskichannel.com>, announced a broad partnership with Women's Ski Jumping USA that includes broadcast rights to the VISA Women's International Ski Jumping Festival in Park City, Utah.

The deal grants The Ski Channel event sanctions to own a series of US stops that could be bundled with television to create integrated sponsorship and marketing packages. The network would operate, market and sell the events as well as produce the television.

The Ski Channel television network, the website (<http://www.theskichannel.com>) and mobile service will establish a vibrant marketing platform for the sport and athletes as well. "Drop dead gorgeous girls jumping longer than the length of a football field – sounds like great TV to me. These are the most extreme female athletes in the world," said Steve Bellamy. "We are going to use our media outlet to shine a very bright light on what they do. Additionally, we are going to lobby hard to get these girls into the Olympics as Ski Jumping is the only Olympic Winter Sport that does not allow women to compete. It is one of the most traditional Olympic sports and should be available to both genders."

Women's Ski Jumping USA will deliver a steady stream of Women's Ski Jumping content to <http://www.theskichannel.com> creating an online hub for the sport that includes athlete blogs, news and schedules. "There is not a more elegant, breathtaking television property than Ski Jumping. The girls are beautiful, smart and perform a sport that involves more precision, guts and artistry than any, said Deedee Corradini President of Women's Ski Jumping USA and former Mayor of Salt Lake City. "This deal with The Ski Channel is the part of the equation that will take the sport to the next level."

The Ski Channel <http://www.theskichannel.com> is an original ad supported network delivered via VOD web, wireless and other means of distribution. It is the only cable television network devoted to the wide variety of year round mountain activities such as skiing, snowboarding, hiking, biking, backpacking, climbing, etc, along with many off-slope activities. The Ski Channels' content will inspire and inform its audience with magazine shows, reality shows, movies, events, news, weather and programs that focus on destination travel, equipment, instruction and real estate. It's corporate partners include: Time Warner Cable, Panasonic, Marquis Jets, Fender Guitars, Mirage Resorts, Rage Films, Ride Guide, Harro, Level One Productions, Skiers World, Teva Mountain Games and Olympic Gold Medalist Jonny Moseley.

Women's Ski Jumping USA is a non - profit 501(c)(3) organization, (<http://www.wsjusa.com>) which promotes women's ski jumping within the U.S. and financially, supports the U.S. Women's Ski Jumping Team. It provides U.S. Women Nordic Ski Jumpers with the organizational support to train, travel and compete at the highest levels within the United States, Europe and Asia.

For further information please contact:

Sinah Hoenig (310) 230-2050
shoenig@theskichannel.com