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BlueHighways TV Launches on Time Warner Cable in North and South Carolina

Hendersonville, TN - BlueHighways TV (BHTV), an independent multi-platform HD network that explores the people, stories, traditions and music of America, today announced that it has launched for digital customers in Time Warner Cable systems in North and South Carolina.

"The programming offered by BlueHighways TV is a perfect fit for Time Warner Cable customers in the Carolinas," said Stan Hitchcock, BHTV's Chairman and CEO. "The Southeastern systems are in an area rich in bluegrass festivals and home to world class artisans and roots music groups. We also look forward to BHTV shooting new programs in Time Warner Cable markets."

BHTV original programming features roots music, art and culture presented as a colorful tapestry of American life and heritage. Recent signature programs have included *Cookin' Outdoors*, that demonstrates gourmet meals prepared over a campfire; *Woodsongs*, the American folk show that featured Grammy winner John Hammond; and *Turnin' to Country*, with a visit to Starkville, Mississippi, home of the Johnny Cash Flower Pickin' Festival.

About BlueHighways TV™

BlueHighways TV is an independent satellite, cable and broadband delivered television network that grew out of the great interest that audiences have in exploring the folklore, music, traditions, destinations and artistry of America. Conceived and created by Network Creative Group, LLC, BlueHighways TV captures that welcoming, down-home spirit that Americans are known for, delivered with a fresh and sincere voice. BHTV is available as a high definition network, via VOD, and viewed online in over 190 countries. For more information, visit BlueHighways TV's website at www.bluehighwaystv.com.