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Comcast Jacksonville Launches BlueHighways TV

Hendersonville, TN - BlueHighways TV (BHTV), an independent multi-platform network that offers a window into the music, neighborhoods, art and celebrations that define America's vivid culture and character, today announced that the network launched on Comcast's Jacksonville, Florida system on January 6th.

"Comcast's Jacksonville market is filled with roots music fans who are passionate about Bluegrass, Gospel, Folk and Traditional Country," said Stan Hitchcock, BlueHighways TV's CEO. "These fans are dedicated to attending concerts and festivals, searching out radio and Internet shows, and purchasing roots music, and now, with BlueHighways TV, they can easily connect with their favorite and new artists on their televisions!"

BHTV original programming features roots music, art and culture presented as a colorful tapestry of American life and heritage. Recent signature programs have included America's Backroads' *Live From the Smokies*, featuring classic rock-n-roll and country music from the 50's and 60's recorded live in the heart of the Smoky Mountains in Pigeon Forge, TN; and American Journeys' *Bluegrass Memories* highlighting Bluegrass legend, Mac Wiseman as he shares stories of the early days in Bluegrass music.

About BlueHighways TV TM

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 linear network, via VOD, and viewed online in over 190 countries. For more information, visit BlueHighways TV's website at www.bluehighwaystv.com.

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