



FOR IMMEDIATE RELEASE

July 12, 2004

Contact:

October Strategies, Inc. (for BlueHighways TV)

Joanne Dant, 303-346-5527, joanne@octoberstrategies.com

BLUEHIGHWAYS TV MAKES ITS OFFICIAL NETWORK DEBUT

Audiences Are Finding A New Home Along the Blue Highways -- Initial Programming Lineup and Test Signal Have Received Great Response From Key Viewing Audiences

Hendersonville, TN – Network Creative Group, LLC (NCG), a content and network development company led by Country Music Television’s pioneer Stan Hitchcock, today announced the official debut of BlueHighways TV, a new satellite-delivered network created by NCG to explore the people, stories, traditions and cultures of America. Designed to fill an ever-widening need for content of interest to underserved audiences, BlueHighways TV was built to be a family-friendly television destination of remarkable entertainment, folklore and information for audiences interested in all aspects of American life and heritage.

“BlueHighways TV is like a family neighborhood picnic from all over the country,” said Stan Hitchcock, CEO of BlueHighways TV. “A bounty of music, good friends, stories, food, travel and celebration that, interwoven together, define America’s vivid culture and character. There’s a lot to be shared about the experiences and activities that are part of everyday lives across the country, and that’s what BlueHighways TV sets out to showcase.”

Joining all of these programming elements together, BlueHighways TV has created a fresh, sincere and original entertainment schedule that combines new faces and places with an already-available library of hundreds of hours of original programming. Adding to that library, BlueHighways TV offers local cable operators the chance to provide their own daily 30 minute contribution to the network, spotlighting whatever local events, happenings and programming that may be particularly relevant to local viewers. The network has been running a test schedule since February 2004, and has developed a lineup including programming such as:

An Inside Look – Each city has those special shops, small businesses or historic areas that represent the growth and history of the city. Each episode of *An Inside Look* spotlights three lesser known but important stories that show the character of the community.

Reno’s Old Time Music Festival -- A tribute to bluegrass, this 30-minute show hosted by Ronnie Reno includes live guest performances, historical Bluegrass footage, improvisational jam sessions and in-depth interviews.

Due West – The mystique of the American West is revealed by exploring the people and places that color this unique region. From ice climbers in Montana and rodeo cowboys in Arizona, to the forts on the original Western frontier of the Ohio Valley, the show captures the human spirit of Western adventure.

Forgotten Treasures – Visit those historic and unique locations tucked away, on the outskirts, or down the dirt roads that only locals know or remember.

BlueHighways In Concert – BlueHighways' concert series goes the less traditional route – exploring the more intimate concert venues across the country showcasing the new and exciting talent in roots music and some of the classic stars from the various genres.

The Red Road -- From oral history to modern day websites, The Red Road explores Native American philosophy and lifestyles of the past, present and future.

Woodsongs -- Currently syndicated on more than 400 radio stations across the United States and Canada, this hour-long music and interview program showcases traditional, bluegrass and folk musicians from around the country.

Since the test signal became available, audiences across the country are discovering BlueHighways TV on their own and offering their support and desire for the network.

Viewer responses to the test signal alone have included comments like:

- "Love your programs. It's the only thing on my TV anymore. Keep up the great work for us!"
- "I just recently discovered, BlueHighways TV on C-Band. May I say without hesitation, I wish you every success. I believe there is a considerable demand for the quality type of programming you are offering. While we are now receiving your channel in a free preview mode, I sincerely hope it will become available via subscription in the future."
- "Thanks for providing your network in the clear, at least for a time, for viewers to sample. I enjoy your programming very much. Please keep up the good work."

"BlueHighways TV has gained a certain foothold with people based on the network concept and its characteristic content," continued Hitchcock. "Now we're ready to take that momentum to audiences across the country, filling a place on cable and satellite lineups that hasn't been tended to or fully satisfied for quite a while."

As part of its industry branding introduction, BlueHighways TV is one of the sponsors at the upcoming CTAM Summit in Boston, Massachusetts (July 18-20, 2004), a conference that attracts the cable industry's top marketers. Information on the network is also available via its website at www.bluehighwaystv.com.

About BlueHighways TV

BlueHighways TV is a satellite-delivered television network that grew out of the great interest that audiences have in exploring and re-freshening the folklore, music, traditions, destinations, festivals and artistry of America. BlueHighways TV captures that welcoming, down-home spirit that Americans are known for – and are increasingly seeking on television -- delivered with an interesting, honest and exploratory voice. The network has developed a number of innovative ways to work with satellite distributors and cable operators to reach and serve their local audiences, and BlueHighways TV is currently in active negotiations for carriage.

For more information, visit **BlueHighways TV's** website at www.bluehighwaystv.com.