

UTI Prevention Initiative Television Distribution

NATIONAL & REGIONAL TV BROADCAST



Lifetime Real Women



- **English Language TV Distribution:**

National broadcasts on Cable, Public Television and Dish Network.

About **Lifetime Real Women** : Launched in 2001, Lifetime Real Women is a network on which every series is about what's real to the contemporary woman. It was launched in August 2001 and is available in over **15 million homes** via digital cable. Programs on Lifetime Real Women include the biography series Intimate Portrait, featuring the amazing personal stories of women from the diverse worlds of art, politics, business, entertainment and sports,



FIT TV



About **FitTV** : FitTV is the ultimate network that inspires you to look and feel your best, achieving fitness and wellbeing - on your terms. With a broad range of programming and interactive content, FitTV provides men, women and families practical information on nutrition, wellness, fitness, lifestyle and adventure. The network offers real solutions at a time when health and fitness have become issues of national importance. FitTV brings the quality and excellence of the Discovery brand to millions of people who crave fitness information.



Subscribers: Available in nearly **35 million U.S. households** (Source: Nielsen Media Research, as of October 2008)

- **Spanish Language TV Distribution:**

Broadcasts in the top Hispanic regions with Galavisión.

About **Galavisión**: Celebrating 30 years of serving U.S. Hispanics, Galavisión is and always has been the leading Spanish-language cable network in ratings and distribution. The network currently covers **81% of U.S. Hispanic cable households**. Each week, Galavisión offers more than 38 hours of LIVE news, sports, lifestyle and entertainment programming that are not available anywhere else on cable. The network is committed to providing a live, direct connection to the people, places and events that matter most to Hispanic America. Galavisión's blockbuster programming is specifically tailored to meet the tastes, preferences, and informational needs of the U.S. Hispanic audience.

Video Billboard

Sponsors will be recognized with a branded video billboard prior to the open and close of the UTI video, similar to the billboards seen on Public Television. Production of the billboard includes the presentation of the sponsors logo, images and URL as well as an informative voice over description of the company. This video pre-roll will be included in **all TV broadcasts** DVDs, ordered and online distribution of this video.

Galavisión



- **Public Television Spanish Language Distribution:**

High Definition broadcast masters will be delivered to NETA, HITN and a launching station for distribution to 345 public television stations nationwide. The Hispanic Information and Telecommunications Network, Inc. (HITN) was established in 1983 as a non-profit organization with a mission to advance the educational, cultural, and socio-economic aspirations of Hispanics in the U.S. and Puerto Rico. HITN reaches over **30 million households** in key Hispanic markets across the country. HITN-TV is distributed through DIRECTV, DISH Network, AT&T U-verse TV, Verizon FiOS TV, and is available in selected markets through Time Warner Cable, Comcast Cable and Charter Communications.

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Public Television



More Broadcast
Distribution to be
developed as this
campaign grows.

