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**SMITHSONIAN NETWORKS
COMPLETES FIRST
DISTRIBUTION DEAL
WITH DIRECT TV**

Smithsonian Channel goes on the air September 26

(Washington DC, September 24, 2007) – Smithsonian Networks today announced it has signed its first carriage agreement with DIRECTV and will begin broadcasting its original programming on a new linear High Definition channel, Smithsonian Channel, on or about September 26. The announcement was made by Tom Hayden, General Manager for Smithsonian Networks.

Carriage on DIRECTV immediately creates a major national presence for Smithsonian Channel and will make the network's programming available to more than 16.3 million customers across the United States.

Much of Smithsonian Networks programming will celebrate the American experience with branded original content drawn from the assets of the Smithsonian Institution, the world's largest museum and research complex. The networks will feature original documentaries, short-subject explorations and innovative and groundbreaking programs highlighting America's historical, cultural and scientific heritage.

Among the highlights is the network's first original series and one of its signature programs, "***Stories from the Vaults***" with actor Tom Cavanagh ("Ed") hosting. Each thirty minute episode will follow Tom as he goes behind the scenes with some of the Smithsonian's top curators and experts and into the vaults of the Smithsonian's museums to reveal some of the amazing artifacts that visitors don't always get to see and the back stories of each.

"It's a very exciting time for the network," said Hayden. "Everybody at DIRECTV has been very responsive and shares our enthusiasm for Smithsonian Channel and we're thrilled to be working with them as our launch partner. We look forward to welcoming additional affiliates across all distribution platforms in the coming months."

“Our customers are looking for high-quality HD content and we believe Smithsonian Channel’s programming will deliver that and more,” said Derek Chang, EVP, Content Strategy and Development, DIRECTV, Inc.

Smithsonian Channel will be located at Channel 267 on DIRECTV’s HD Xtra Pack.

ABOUT SMITHSONIAN NETWORKS:

Smithsonian Networks (SN) is a joint venture between Showtime Networks Inc. and the Smithsonian Institution. It was formed to create new channels that will showcase scientific, cultural and historical programming inspired by the assets of the Smithsonian Institution, the world’s largest museum complex. The networks will largely feature original documentaries, short-subject explorations and innovative and groundbreaking programs highlighting America’s historical, cultural and scientific heritage. Visit them on the internet at www.smithsonianchannel.com

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