



FOR IMMEDIATE RELEASE

SMITHSONIAN CHANNEL™ SIGNS
LICENSING DEAL WITH THOUGHT EQUITY MOTION

Washington, DC - (November 20, 2008) - Smithsonian Channel today announced it has named Thought Equity Motion as its licensing partner to make available footage from its award winning original programming content for use by other producers. The announcement was made by David Royle, Executive Vice President, Programming and Production.

As the sole licensing agent for Smithsonian Channel's high definition collection, Thought Equity Motion will offer clips drawn from the channel's original programs and series. Thought Equity Motion is the world leader in providing access to high quality film, video and music to producers.

"Smithsonian Channel programming explores incredible people, places and events that Americans are passionate about." said David Royle, Smithsonian Channel's Executive VP of Programming and Production. "We've entrusted our most valuable assets to Thought Equity Motion knowing they have brought some of the world's most prestigious footage collections online. Their licensing expertise and technology have created a new revenue stream for us by leveraging the value of Smithsonian Channel's original programs."

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

“The Smithsonian Channel Collection captivates and inspires – living up to its highly-regarded namesake. The collection is diverse and includes high caliber HD footage that would be virtually impossible to reproduce – precisely the type of content producers require today,” said Kevin Schaff, founder and CEO of Thought Equity Motion. “With our international presence we can bring the best of America’s history to the world’s film, commercial and emerging media producers for the first time.”

Inside the Smithsonian Channel Collection you will find footage of the history of flight, America’s most iconic monuments and high-production value aerials. Today producers can search, preview, purchase and download footage in the same day. To browse the collection, please visit www.ThoughtEquity.com/Smithsonian.

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ABOUT THOUGHT EQUITY MOTION:

Thought Equity Motion is the world leader in providing access to high quality film, video and music content. The company’s forward-thinking approach to digital video has produced an array of products and services to meet the exploding demand of new media.

Widely recognized for its expertise in licensing rights, Thought Equity Motion is the licensing agent for renowned media companies including Paramount Pictures, MGM, NBC News, HBO, National Geographic, Sony Pictures, the NCAA and hundreds of others.

With offices located around the world, Thought Equity Motion offers the broadest, deepest content collection available. This vast collection, combined with leading-edge technology, makes Thought Equity Motion the preferred destination for multimedia professionals.

For more information, go to <http://www.thoughtequity.com>

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 to showcase scientific, cultural and historical programming based largely upon the assets of the Smithsonian Institution, the world’s largest museum complex. Smithsonian Channel features original documentaries, short-subject explorations and innovative and groundbreaking programs highlighting America’s historical, cultural and scientific heritage. Visit Smithsonian Networks on the internet at www.smithsonianchannel.com

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