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**SMITHSONIAN CHANNEL LAUNCHES IPHONE & IPOD
TOUCH APPS FEATURING FULL EPISODES, FUN FACTS,
VIDEO CLIPS AND MORE**

New York, NY – (August 12, 2010) – Smithsonian Channel is now on the go with the launch of its first app for the iPhone and iPod Touch. Viewers can stay connected whenever and wherever with an app that features select full length episodes and hundreds of video clips of Smithsonian Channel's award-winning programming. The app also includes artiFacts, a feature that offers little known nuggets about history, science and music, along with program information and the Channel's programming schedule.

ABOUT SMITHSONIAN NETWORKS

Smithsonian Networks (SNI/SI Networks L.L.C.) is a joint venture between Showtime Networks Inc. and the Smithsonian Institution, formed to create channels featuring programs largely inspired by the assets of the Smithsonian Institution, the world's largest museum complex. Smithsonian Channel features award-winning original documentaries, series, and groundbreaking programs highlighting America's historical, cultural and scientific heritage. Smithsonian Channel brings the American experience home in high definition and Dolby Digital 5.1 and is available to customers of DirecTV, Time Warner Cable, Comcast, Charter Communications, Cablevision, Verizon, AT&T, and more. Learn more at www.smithsonianchannel.com.

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