



**FOR IMMEDIATE RELEASE**

**SMITHSONIAN NETWORKS™ HITS TRIFECTA FOR AD SALES**

**New York, New York – (April 17, 2008)** – Smithsonian Networks has engaged Trifecta Entertainment & Media as its exclusive representative for all of its advertising sales operations. The announcement was made today by Tom Hayden, General Manager of Smithsonian Networks.

Smithsonian Networks and Trifecta forged this relationship to take advantage of the rapidly growing advertising opportunities becoming available to Smithsonian Channel™ as it expands its distribution throughout the United States.

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. Smithsonian Channel will feature original documentaries, short-subject explorations and innovative and groundbreaking programs highlighting America's historical, cultural and scientific heritage. Smithsonian Channel brings the American experience home and is currently available exclusively in High Definition to customers of DirecTV, Charter Communications, Verizon and RCN.

"Advertising sales is an integral part of our business strategy," said Hayden. "The Smithsonian name is one of the most respected names and best known brands in the world. Smithsonian Channel presents an excellent environment for advertisers as it continues to expand its distribution. A company with Trifecta's experience and relationships will strengthen our position and profile in the advertising marketplace."

"One of our core business principles is to represent highly visible, well known brands to the advertising community," said Michael Daraio, Partner and Head of Advertising Sales

for Trifecta, “so you can imagine how thrilled we are to be in business with Smithsonian Channel. The unique advertising opportunities inherent in the channel and its programming are ones that the agencies are eager to support.”

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**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](http://www.smithsonianchannel.com)

**ABOUT TRIFECTA ENTERTAINMENT & MEDIA**

Formed in 2005 by the top executive team behind a decade of success at MGM Television, Trifecta is an independent multi-media company engaged in the development, production, distribution and advertiser sales of a broad range of entertainment properties. Trifecta’s partners include Hank Cohen, CEO, Michael J. Daraio, Scott Spungin and Shelley Brown.

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