

FOR IMMEDIATE RELEASE:

**OVATION SIGNS MULTI-YEAR DISTRIBUTION AGREEMENT WITH
THE NATIONAL CABLE TELEVISION COOPERATIVE (“NCTC”) FOR
SD AND HD CARRIAGE**

SANTA MONICA, CA - October 31, 2011 Ovation, the only multi-platform network celebrating all forms of artistic expression, has signed a multi-year distribution agreement with the National Cable Television Cooperative (NCTC). Under the terms of the agreement, NCTC members have the opportunity to carry both the standard and high-definition feeds of the network through 2016, as well as Ovation VOD in SD and HD and, when available, the network’s TV Everywhere content. The announcement was made today by Ellen Schned, SVP, Distribution, Ovation.

“Through this deal, Ovation will be made available to all NCTC member systems, further expanding our channel’s reach, but also making arts programming available to communities of all sizes across the country,” said Schned. “We are delighted to be working with Rich Fickle, NCTC President and CEO, and everyone at NCTC to spread the word about Ovation and support the arts both nationally and locally.”

The NCTC is a not-for-profit cooperative that represents cable system providers with nearly 1,000 member companies. While NCTC represents a broad variety of cable companies, Ovation has received strong support from NCTC’s members, large and small, including Dick Sjoberg, of Sjoberg’s Inc. in Thief River Falls, MN. Sjoberg stated: “Arts and culture programming is very important for cable subscribers who live outside the metro areas. Ovation provides a nice mix of performances, documentaries and films. It is a great way to escape into the art scene.”

Rich Fickle, NCTC President and CEO noted that “NCTC is pleased to renew our agreement with Ovation, an independent network that has the same drive and entrepreneurial spirit as our members. We have members large and small who appreciate the variety and value that Ovation provides their customers.”

Ovation programming is a mix of original programming, series, documentaries, films and specials. Currently, the network is featuring encore presentations of the hit series “So You Think You Can Dance” featuring exclusive “extras” with the dancers and choreographers. This coming December, the network is celebrating the holidays with its annual programming event “The Battle of the Nutcrackers,” co-hosted by Nigel Lythgoe and Debbie Allen.

About NCTC:

The National Cable Television Cooperative, Inc. (NCTC) is a Kansas not-for-profit corporation that operates as a programming and hardware purchasing organization for its member companies who own and operate cable systems throughout the U.S. and its

territories. NCTC seeks to maximize current and future opportunities to ensure the profitability, competitive stature and long term sustainability of its member companies.

About Ovation:

Ovation is the only multi-platform network celebrating all forms of artistic expression. Its programming tells the stories of artists, their work, and the powerful impact art has on each of us. Ovation programming is a one-of-a-kind mix of original and selectively curated documentaries, series, films and specials. The network reaches a national audience of 44 million homes and is available on cable systems across the country, as well as nationally on DIRECTV, Dish and Verizon FiOS. Ovation is also available in HD and VOD (both in standard and high definition). Ovation extends its linear channel experience for viewers online via its popular website, www.ovationtv.com. In addition to offering contests, trivia, facts and supplemental video online, the network has created an award-winning online community (www.ovationtv.com/community) for everyone from passionate artists to the curious. To date, over 180,000 pieces of original art have been uploaded to the site by members.

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