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MiND: Media Independence Launches Two New Channels in Phila DMA

(Philadelphia, PA) On May 26, 2009, MiND: Media Independence will launch two additional digital channels, *Global MiND*, and *MiND Presents MHz Worldview* in the Philadelphia DMA.

The full line up of MiND's channels will be:

Ch35.1	MiND: Media Independence
Ch35.2	Global MiND
Ch35.3	MiND Presents MHz Worldview

MiND's 35.1 channel features 5-minute programs dedicated to community empowerment, innovation and lifelong learning. One unique feature of MiND is viewer created content. Each month, MiND offers a Boot Camp for community members who learn to make programs for MiND. MiND's unique programs are also produced in-house, and acquired from a wide variety of unusual sources. All of MiND's 5-minute programs can be seen on the internet at www.mindtv.org.

MiND's new long-form channel, *Global MiND* (35.2) brings together programs from around the world, with a special focus on international and independent news, documentaries, entertainment and culture. Presenting programs from Link TV, Democracy Now!, Deutsche Welle, Korean Broadcasting System and more, *Global MiND* will broadcast on MiND's 35.2 digital channel.

Additionally, MiND becomes the Philadelphia affiliate for MHz Worldview, which will air on MiND's 35.3 digital channel as *MiND Presents MHz Worldview* starting May 26 as well. MHz Worldview is a national, independent, non-commercial channel, presenting fresh, relevant English-language international content including news, documentaries, cultural programming, dramas, films & mysteries, music and sports.

"The addition of *Global MiND* and *MHz Worldview* provide independent, eclectic and global perspectives," said Blumenthal. "These programs are a natural fit for MiND, building on nearly two decades of international, culturally-focused programs."

MiND will continue to broadcast viewer favorites like AVS, Greek Spirit and Korean Soaps and Historical Dramas on MiND's primary 35.1 channel through Summer 2009.

In partnership with the Fall Church, VA -based MHz Worldview, MiND began distribution to other cities across the United States in early May 2009. The one hour version of MiND is seen daily in more than 20 million homes from D.C. to San Francisco, CA.

"MHz Worldview fills the void of world perspective in American media," said MHz Networks CEO, Frederick Thomas. "Adding MiND content to the programming line-up of our national channel, MHz Worldview, makes perfect sense."

Independence Media enriches lives through programs and services that entertain, educate, and inspire. We believe in the power of television and new technologies to connect communities, promote diversity, and encourage understanding.

www.mindtv.org

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