

## FashionTV(R) Introduces New 24/7 FTV(R) HD Channel in the U.S. on DISH Network(R)

NEW YORK , May 11 /PRNewswire/ — FashionTV, the worlds only 24/7 television network dedicated entirely to fashion and lifestyle, today announced the launch of its high definition channel FTV HD in the U.S. on DISH Network(R) (NASDAQ: DISH).

Just like the FTV SD Channel that reaches 350 million homes in 193 countries, FTV HD features the most updated fashion and lifestyle trends from around the world, including exclusive reports on famous fashion houses such as Dior, Armani, Cavalli, Versace, Dolce & Gabbana etc. FTV covers all fashion weeks around the world focusing on Paris, Milan , London , New York

Tokyo and Sao Paolo. On FTV viewers meet celebrities and popular models face-to-face, on and off the stage. From the Oscars to the Red Carpet at the Cannes Film festival - watch out for the upcoming FTV 12 year anniversary VIP party hosted by Paris Hilton.

“After 12 years as the world’s leader in fashion television programming, we are pleased to launch FTV HD in the U.S. with DISH Network as our first affiliate relationship,” said Michel Adam, President and Founder of FashionTV. “The HD format is perfect for FTV viewers who seek quality, luxury and a premium viewing experience. In the near future we are planning to launch the FTV channels on more and more US networks as the first media innovation entering the USA from Europe , we hope to reach 50 million connected homes in the USA by Christmas.”

Following the success of FTV l’original from Paris, the channel that invented the Fashion Television genre and that just celebrated its 12th year on air, FTV HD is already spreading rapidly from Europe to the East reaching as far as Japan and now also to the west in the USA .

FTV CEO Yaron Jakubowicz remarked:

“One of the main attractions of this launch on DISH Network USA is that we are entering the world’s most sophisticated market with a product that meets the highest levels of quality FTV HD delivers the best of the fashion world in 100% diamond clear HD quality.”

FTV HD is available in the PlatinumHD package on DISH Network Ch. 374 and In the DishLATINO Ultimate Pack on Ch. 5304. Subscription is currently Available to approximately 15 Million Dish Network Customers.

### About FashionTV

FashionTV was established in 1997 by Michel Adam Lisowski. FashionTV reaches worldwide presence in 193 countries and 350 million households. As the leading worldwide channel for fashion, beauty and style, FashionTV broadcasts 24/7 cutting-edge programs and is viewed in nearly 7 million public venues. Visit <http://www.ftv.com/hd> or contact [info@ftv.com](mailto:info@ftv.com) for more information.

Media Contact for USA [usa@ftv.com](mailto:usa@ftv.com) Media Contact International David Weiner [David@ftv.com](mailto:David@ftv.com) Tel: +43-1-513-12-67

SOURCE Fashion TV