



Bender/Helper Impact for
Current
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**CURRENT CONNECTS DIRECTLY WITH AUDIENCE
ON COLLEGE CAMPUSES IN PUSH TO EXPAND REACH**

***Company Further Democratizes Marketing as well as Media
Through Partnership with RepNation***

SAN FRANCISCO, CA — Oct 11, 2007 — [Current](#), the world's peer-to-peer news and information network, and RepNation Media, today announced the Current Ambassadors Program coming to college campuses across the U.S. The Current Brand Ambassadors program will develop specific, localized campaigns that will forge closer relationships between Current and its viewers.

To increase viewership, build brand awareness and spur discussions on Current programming, the ambassadors will organize events, execute guerilla PR activities and generate a personal interest page on Current.com. Through these tactics, the Current Brand Ambassadors aim to build a community that engages with and contributes content relevant to their campus.

"Current viewers are actively involved in shaping their worlds, and defining the news and information that's relevant to them," said Joshua Katz, president of marketing. "The Current Brand Ambassadors best know the issues important to their peers and are in an excellent position to help us grow awareness."

Developed in association with RepNation, Current's Brand Ambassadors 10-week campaign will reach students from 35 campuses with enrollment of nearly a million people. As Current Brand Ambassadors, students will gain valuable resume-building experience, develop leadership skills and create a marketing campaign to encourage sampling of Current TV and the new current.com launching October 16.

About Current

Launched August 1, 2005, Current, the world's peer to peer news and information network, is the only 24/7 cable and satellite television network and internet site produced and programmed in collaboration with its audience. Current connects young adults with what's going on in their world, in their own voice, offering programming and content that's authentic, often surprising, and

consistently compelling. Aiming to open up TV by providing viewers with editorial control, Current pioneered the television industry's leading model of interactive viewer created content (VC²). Comprising roughly one-third of Current's on-air broadcast, this content is submitted via short-form, non-fiction video "pods". On Current, even ads are open to viewers participation: They're called Viewer Created Ad Messages (VCAMs).

Current's award-winning programming ranges from daily pop culture coverage to political satire in "SuperNews," to unprecedented music journalism in "The Current Fix," to unique insights into global stories through Vanguard and Citizen Journalism. Current is now seen in the U.S. and U.K. in more than 51 million households through distribution partners Comcast (Channel 107 nationwide), Time Warner (nationwide), DirecTV (channel 366 nationwide), Dish Network (channel 196 nationwide), BSkyB (channel 193) and Virgin Media Cable (channel 155). For more information, please visit the website: current.com.

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