



118 King Street
San Francisco, CA 94107

t 415.995.8200
f 415.995.8201

www.current.tv

FOR IMMEDIATE RELEASE

Media Contact:
Amanda Gruder Rothman
(310) 550-7776
agruder@bwr-la.com

FLAVORPILL PARTNERS WITH CURRENT TV TO GENERATE VIEWER-CREATED VIDEO CONTENT FOR WEB AND BROADCAST

San Francisco (October 26, 2006) – Flavorpill and Current TV are excited to announce a collaborative partnership whose goal is to help shape the future of TV. The partnership will tap Flavorpill’s audience of more than 500,000 culture-savvy subscribers to create original videos, or VC² content, about cultural happenings. Once uploaded online, the videos will be voted on by the Current TV community, with the best aired on television to Current TV’s 30 million homes.

The program invites Flavorpill subscribers to create short, 2-7 minute videos, or “pods,” focused on art and culture in their communities, including artist interviews, band profiles, and other “behind-the-scenes” reporting on Flavorpill-listed events, under-the-radar trends, and emerging cultural movements. The “Current Mobile” pod offers a more on-the-fly option, asking budding videographers to use their cell phones’ video cameras to capture cultural events (in 30-second bites) as they unfold – be it killer graffiti art in the making or just a striking fashion statement.

Videos will be uploaded to a Flavorpill page on Current TV’s website (<http://www.current.tv/flavorpill>), where the online community can view and vote on the videos. The pods with the most votes, or “greenlights,” will be broadcast on national TV, and the video author will be paid \$500 – a “per video” fee that increases if more of his/her submissions are chosen to air on Current TV.

Karl Carter, VP of Marketing and Vanguard Ideas, said, “This partnership between Current and Flavorpill represents an opportunity for a truly unique artistic and cultural community to join us in creating a conversation on television. We’re very excited to see our online communities interact and influence each other as well as our 30 million TV households. This is a step in a new direction for us, but one we anticipate will be successful.”

“A brilliant merging of user-generated content with the television experience, Current TV is the perfect forum for our creative community to showcase their stories to millions,” says Mark Mangan, co-founder of Flavorpill. “And with that, help bring about the end of TV as we know it.”

The partnership is being launched in conjunction with Flavorpill’s weekly “RADAR” feed, which is broadcast daily on Current TV, and highlights events listings across five of the cities in which Flavorpill publishes its online magazines – New York, Los Angeles, San Francisco, Chicago, and London.

(more)

About Flavorpill

From humble beginnings in October 2000 as a weekly newsletter that founders Sascha Lewis and Mark Mangan sent to a few hundred friends about music events in New York City, Flavorpill now publishes 11 email magazines, reaching more than 500,000 subscribers: Flavorpills in [New York City](#), [Los Angeles](#), [San Francisco](#), [Miami](#), [Chicago](#), and [London](#), as well as [Artkrush](#) (art), [Activate](#) (world news), [Boldtype](#) (books), [Earplug](#) (music), and [JC Report](#) (fashion). For more information, visit flavorpill.net.

About Current

Current TV, which launched August 1, 2005, is the first national network created by, for and with an 18-34 year-old audience. The network shows young adults what's going on in their world, in their voice. Current is also the first network in history whose programming is supplied in part by the very audience who watches it. It has developed the television industry's leading model of "viewer created content" (VC²), which comprises roughly one-third of Current's on-air broadcast, and allows the audience to submit short-form, nonfiction video "pods," "viewer created ads" (V-CAMs), and mobile video. Its award-winning programming ranges from the hottest trends in technology, fashion, music and videogames, to pressing issues such as the environment, relationships, parenting, finance, politics and spirituality. Current is available in 30 million U.S. homes via Comcast (channel 107 nationwide), Time Warner Cable, and DirecTV (channel 366 nationwide). For more information, please visit the website: www.current.tv.

#