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**CURRENT MEDIA AND ROTTEN TOMATOES PARTNER
TO CREATE "THE ROTTEN TOMATOES SHOW ON CURRENT"–
MOVIE REVIEW TV SERIES BASED ON LEADING MOVIE REVIEW SITE**

**New Cross-Platform Partnership Anchored By Weekly Half-Hour TV Series
Includes Online Content and Audience Participation Through Current.com and
RottenTomatoes.com**

SAN FRANCISCO (Dec. 15, 2008) — Current Media, the cross-platform company that creates media with its young adult audience, and Rotten Tomatoes (<http://www.rottentomatoes.com>), have partnered to create a new television series based on the Web's leading aggregator of movie reviews. "The Rotten Tomatoes Show on Current," which will air on Current TV and be distributed online as Web episodes accessible from current.com and rottentomatoes.com, will give viewers a fresh and personal take on new movies, in their own voice, while providing a number of unique ways to participate and influence the show itself.

In addition to the latest movie news and information, each irreverent episode will feature crowd-sourced rants and best-of lists influenced by the viewers. "The Rotten Tomatoes Show on Current" will also include the famous Tomatometer, bringing Rotten Tomatoes' unique metric based on aggregated critic ratings to TV for the very first time.

"Current is working with the best movie review site on the Web to reinvent movie reviews on TV," says David Neuman, president of programming, Current. "These are film reviews for the audience and by the audience - 'The Rotten Tomatoes Show on Current' will be as much a collaborative process as Rotten Tomatoes. Working with a great

partner such as Rotten Tomatoes is a strong step forward in Current's ongoing mission to develop even more exciting and engaging participatory media."

"By exposing the Rotten Tomatoes brand to television audiences everywhere, we now have the unique opportunity to extend the reach of one of the Web's leading entertainment voices," said Shannon Ludovissy, GM of Rotten Tomatoes. "We look forward to working with Current to create a great new experience for their viewers."

Current will make the "The Rotten Tomatoes Show on Current" available on the following platforms:

- **Current TV:** Current will produce and air half-hour episodes that premiere on Current TV
- **Current.com:** Each episode will be available on Current.com where users will have access to interactive tools for uploading, commenting and voting on their favorite movies and movie-related news. Unique interactive features and offers to participate in the content creation process will be woven into the current.com experience
- **RottenTomatoes.com:** Site visitors will be offered numerous opportunities to interact with the series, and segments from each episode will be prominently featured throughout RottenTomatoes.com

About Current

Current is a cross-platform media company that works with its young adult audience to create and distribute media that informs, enriches and inspires. The company is comprised of Current TV and Current.com, the first fully integrated online and broadcast platforms that help users determine the news and information that is relevant to them. Current connects young adults with what's going on in their world through its unique blend of citizen journalism and viewer participation, offering programming and content that's authentic, often surprising and consistently compelling. Current pioneered the television industry's leading model of interactive viewer created content (VC2) that comprises roughly one-third of Current's on-air broadcast. The network has also advanced advertising models via Viewer Created Ad Messages (VCAMs).

Current is now viewed in the U.S., U.K., Italy, and Ireland in more than 58 million households through distribution partners Comcast (Channel 107 nationwide), Time Warner (nationwide), DirecTV (channel 358 nationwide), Dish Network (channel 196 nationwide), Verizon, AT&T, BSkyB (channel 183), Virgin Media (channel 155) and Sky Italia (channel 130). For more information, please visit <http://www.current.com>.

About Rotten Tomatoes

Rotten Tomatoes (<http://www.rottentomatoes.com>) is the ultimate online movie destination offering the most comprehensive guide to movies. RT's Tomatometer™ -- based on the published opinions of hundreds of film critics -- is a trusted measurement of movie quality for millions of moviegoers. In addition, RT features detailed profiles on nearly 200,000 films as well as seasonal, award and genre-based lists and compilations. Users can customize personal profiles, create their own ratings, write blogs and interact with one of the largest online communities of movie critics and fans. Founded in 1998, Rotten Tomatoes is a unit of Fox Interactive Media.

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