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CURRENT & THE ALLIANCE FOR CLIMATE PROTECTION ANNOUNCE THE WINNER OF THE "60 SECONDS TO SAVE THE EARTH" ECOSPOT CONTEST

*With Over 500 Video Entries, Viewers Select Winner of Contest Used to
Inspire People to Get Involved in Finding Solutions to the Climate Crisis*

*Semi-Finalists Were Selected by Celebrity Judges George Clooney,
Cameron Diaz, Orlando Bloom and Rihanna*

SAN FRANCISCO, CA — Nov. 21, 2007 — [Current](#), the world's peer-to-peer news and information network, today announced [Dave Schlafman](#) as the grand prize winner of its ecospot contest conducted with the [Alliance for Climate Protection](#). Schlafman's animated entry is titled "The Sky is Falling". Rich Brickman, Leah Lamb and Haydn Butler were also selected as finalists for their respective spots, "Are You Game?", "I Did Noth'n" and "The Bags". The winning ecospots can be viewed online at current.com/ecospot and are airing on the network today.

The ecospot contest encouraged viewers to create 15, 30 or 60-second video messages to inspire people to get involved in finding solutions to the climate crisis by taking action or motivating change. A panel of celebrity judges including George Clooney, Cameron Diaz, Orlando Bloom and Rihanna, as well as Alex Bogusky of leading ad agency Crispin, Porter & Bogusky, legendary advertising director Joe Pytka and founding CEO of the Alliance for Climate Protection Cathy Zoi, selected the 23 semi-finalists from more than 500 entries. Current viewers voted for their favorite ecospot, leading to the selection of Schlafman as the grand prize winner.

"The goal of the Current ecospot contest was to challenge our active and engaged audience to create public service announcements that would impact young adults' views on climate change," said Joel Hyatt, Current chief executive officer. "The overwhelming response has proven to us that this is a hot button topic and we feel that these innovative, viewer-created spots will be an influence that triggers action on this important issue."

In the spirit of the ecospot, Schlafman used recycled brown paper bags to produce the backgrounds for his animation and then reused the bags by framing them as gifts to friends. Possessing a passion for animation and creating new characters and fantastic worlds, Schlafman seeks a fine balance between humor, innocence, psychology and desire in his cartoons.

"The ecospots communicate in a compelling way the urgent need to solve the climate crisis," said Cathy Zoi, CEO of the Alliance for Climate Protection. "The good news is we can solve it, but we need to inspire people to take action quickly and the winning ecospot does just that."

The grand prize and finalist ecospots are being broadcast internationally on Current TV and will be showcased on MySpace's Impact Channel and featured in the Alliance for Climate Protection's multimillion dollar national campaign. The grand prize winner will receive a hybrid Toyota Highlander. The three finalists will be awarded Sony prize packages, with the runners-up getting T-Mobile Sidekick phones.

About Current

Launched August 1, 2005, Current, the world's peer-to-peer news and information network, recently honored with an Emmy® Award for its interactive television service, is the first fully integrated 24/7 online and television network that helps 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 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: www.current.com.

About the Alliance for Climate Protection

The Alliance for Climate Protection is a 501c3 organization founded in 2006 by Vice President Al Gore who is currently the Chairman of the Board of Directors. The Alliance is engaged in an unprecedented effort to convince people from all walks of life about the urgency and the solvability of the climate crisis.

Building on the momentum of the Academy Award winning film, "An Inconvenient Truth," the Alliance objective is to inspire individuals to take action to quickly reduce their own greenhouse pollution to become "carbon neutral" and to demand action from their political, business and community leaders to enact policies that will sharply reduce emissions.

Through an innovative combination of communication platforms and an influential collection of supporters that includes the environmental community, key leaders in business, the entertainment industry, the faith community, labor and many others, the Alliance will reach new audiences to engage them in solving the climate crisis.

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