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CURRENT MEDIA APPOINTS KARL LEWIS VICE PRESIDENT OF ADVERTISING SALES – CENTRAL REGION

Cable Industry Veteran Leads Strategic Expansion of Current Media’s Chicago Office

SAN FRANCISCO – Tuesday, November 10, 2009 – Current Media, the award-winning participatory media company, has hired Karl Lewis as Vice President of Advertising Sales – Central Region. Lewis, who will be responsible for building out the company’s Chicago media sales office, brings more than 20 years of cable television advertising sales expertise to Current Media, including leadership positions at Oxygen Media and MTV Networks.

Lewis’ appointment comes on the heels of continued advertiser success at Current Media. The company recently announced an international partnership with Samsung Mobile to promote the EU launch of their eco-friendly “Blue Earth” mobile phone leveraging Current Media’s Viewer Created Ad Messages (VCAM) model.

“I am thrilled to welcome Karl Lewis to Current,” said Ken Ripley, Executive Vice President of Advertising Sales, Current Media. “His deep experience in traditional and new media will be instrumental as we continue to deliver innovative, multi-platform ad products that reach and engage young influential consumers.”

Before joining Current Media, Lewis was Senior Vice President National Office Advertising Sales at Oxygen Media. While at Oxygen, he oversaw the Midwest and West Coast sales teams during a period of explosive growth for the network, including the eventual sale of the cable net to NBC Universal in 2007.

Prior to his tenure at Oxygen, Lewis was Senior Vice President National Office Advertising Sales for MTV Networks where he spent 16 years launching and representing some of the biggest brands in cable television including MTV, VH1, Nickelodeon, Nick at Nite and TV Land.

About Current Media

Current Media is an award-winning multiplatform company dedicated to the in-depth investigation and exploration of the world’s most important, interesting, and entertaining stories. With a fully integrated broadcast and online platform, Current connects its audience with what’s going on in their world through its unique blend of original productions and viewer created media.

VCAM (Viewer Created Ad Message), Current Media's participatory marketing partnership program, has been a runaway success since its inception, with dozens of Fortune 500 companies joining Current Media's influencer community to create customized television commercials for the brands. Recent research revealed that consumers preferred the VCAM commercials 9:1 over traditional television advertising.

Current Media is now viewed in the U.S., U.K., Italy, and Ireland 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).

More information is available at <http://www.current.com>.

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