



118 King Street  
San Francisco, CA 94107

t 415.995.8200  
f 415.995.8201

[www.current.tv](http://www.current.tv)

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Media contact: Mariah O'Hara  
(310) 248-6177  
[mohara@bwr-la.com](mailto:mohara@bwr-la.com)

## **CURRENT TV BOLSTERS EXECUTIVE TEAM WITH CABLE VETERAN JOSHUA KATZ AS PRESIDENT OF MARKETING**

*San Francisco, CA (January 8, 2007)* – Filling out its senior executive team, **Current TV** has hired cable entertainment marketing veteran **Joshua Katz** as president of marketing. He will report to network co-founder and CEO Joel Hyatt, and will spearhead global marketing initiatives for Current while overseeing all off-channel communications and on air promotions.

Katz has a strong background in brand development. He launched and was one of the original architects of Cartoon Network brand and helped launch BBC America. Katz has also led re-branding efforts for networks such as VH1 and Court TV.

Recently, Katz served as chief marketing officer at TiVo, where he oversaw all brand marketing including trade, consumer and direct response efforts. Previously he was founder and president of The Halo Effect, an entertainment media brand consulting practice. Katz also created and executive produced “The Vibe Awards” and the “Weekend Vibe” series. Katz previously served as senior vice president of marketing for VH1 and Cartoon Network.

“Joshua brings valuable industry experience and a track record of success to the Current team,” stated Hyatt. “As a marketing innovator with an innate branding sense and a strong vision, I am confident Joshua will help build our media company into a robust global brand.”

### 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” (VC<sup>2</sup>), 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](http://www.current.tv).

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