



118 King Street  
San Francisco, CA 94107

t 415.995.8200  
f 415.995.8201

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

FOR IMMEDIATE RELEASE

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

## **CURRENT HIRES INDUSTRY VETERAN LIZ JANNEMAN AS PRESIDENT, AD SALES**

*San Francisco (April 18, 2007)* – **Current**, the fastest growing network in cable history, has hired cable entertainment advertising sales veteran **Liz Janneman** as president, ad sales. Based in New York, she will report to Current's COO, Mark Goldman, and will oversee the network's global advertising sales effort.

Janneman has an extensive background in both cable ad sales and on the agency side. She recently served as senior vice president of advertising sales at The Weather Channel, where she oversaw all ad sales efforts including sales offices in New York, Atlanta, Chicago, Detroit, L.A., San Francisco and Dallas. Prior to that, she spent three years as executive vice president of sales for AOL/Time Warner, focusing on TBS and TNT, where she doubled annual revenues to \$1 billion while overseeing 150 staff members in five cities. She has also held posts at Turner Entertainment Networks, CNN and Saatchi & Saatchi after earning a B.A. in Business Administration from Hofstra University.

“Having reached over 50 million homes worldwide, Current sought to hire a leading figure in the industry who could connect forward-thinking, innovative companies with our young adult influencer audience,” stated Goldman. “We are delighted that Liz shares our vision for growth and success and look forward to further developing our groundbreaking viewer created ad messages (“V-CAMs”) and other innovative sales initiatives under her leadership.”

Janneman was named one of the top women in TV ad sales and one of “15 Women to Watch” by Advertising Age and is a fellow of the Betsy Magness Institute. She is a board member of NAMIC (National Association of Minorities in Communication) and is also a member of WICT (Women in Cable and Telecommunications) and AWNY (Advertising Women of New York).

### About Current

Current, which launched Current TV in August 1, 2005, is the first 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 50 million households worldwide via the five largest distributors, including Comcast (channel 107 nationwide), Time Warner Cable, DirecTV (channel 366 nationwide), Dish Network (channel 196 nationwide), BSkyB (Channel 229) and Virgin Media Cable (channel 155). For more information, please visit the website: [www.current.tv](http://www.current.tv).

# # #