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CURRENT AND TWITTER TEAM UP TO “HACK THE DEBATE”

Integration of Real-Time, On-Screen Twitter Posts Allows Viewers To Participate In Current’s Broadcasts Of The 2008 Presidential And Vice Presidential Debates, Beginning Sept. 26 at 8:45 p.m. ET/5:45 p.m. PT

SAN FRANCISCO (September 15, 2008) - Current, a new breed of media company that works with its young adult audience to create and distribute media, has partnered with the pulse of what’s happening—Twitter, to present “Hack the Debate,” creating unprecedented interactivity for viewers of the 2008 presidential debate broadcasts.

Beginning with the first presidential debate on September 26, “Hack the Debate” will, for the very first time, integrate real-time Twitter messages (aka “tweets”) over major portions of a live television broadcast. As Twitter users tweet throughout the course of the live broadcasts, Current and Twitter will collect comments regarding the debate and layer the individual messages over the debate feed.

Current and Twitter will apply the same technique to all four live debate broadcasts, allowing the audience to participate directly in the broadcast while watching real-time debate responses from other viewers.

“Hack the Debate” schedule on Current TV (all times 8:45 p.m. ET/5:45 p.m. PT):

- Presidential Debate #1 – Friday, Sept. 26
- Vice Presidential Debate – Thursday, Oct. 2
- Presidential Debate #2 – Tuesday, Oct. 7
- Presidential Debate #3 – Wednesday, Oct. 15

“The debate stage is only set for two candidates, but Current was founded to make room for millions of participants,” says Joel Hyatt, CEO, Current. “We’re thrilled to work with Twitter and take advantage of their extremely powerful communication platform, giving people a chance to speak directly to Current’s nationwide television audience.”

In addition to the TV broadcasts, each “Hack the Debate” presentation will also stream live on Current.com. While Current and Twitter will actively search tweets for compelling debate comments, Twitter users can highlight and push their “Hack the Debate” comments by using “#current” in their tweets. Users can also ask questions about participating via Twitter by directing questions to “@current.”

More information about “Hack the Debate” is available at <http://www.current.com/debate> and <http://www.twitter.com/current>.

““This election will be one of the most massively shared events in history,” says Twitter co-founder Biz Stone. “Experience has shown us that Twitter shines brightest during shared events. With 37 members of Congress, both candidates, groups of activists, and a nation of citizens all sharing their opinions and actions in real-time over Twitter, we have an opportunity with Current to add some valuable features to democracy.”

About Current

Current is a new breed of 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. and Italy in more than 58 million households through distribution partners Comcast (Channel 107 nationwide), Time Warner (nationwide), DirecTV (channel 366 nationwide), Dish Network (channel 196 nationwide), Sky (channel 183), Virgin Media Cable (channel 155) and Sky Italia (channel 130). For more information, please visit: www.current.com.

About Twitter

Twitter is a new form of communication growing rapidly around the world. Inspired by the simplicity of an "away message," Twitter is the pulse of what is happening—with the people, organizations, and events you care about—delivered immediately, wherever you are. Visitors to Twitter.com can sign up for free.

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