



CURRENT MEDIA PROMOTES OFER SHAKED TO CTO

SAN FRANCISCO (Dec. 11, 2008) - Current, a cross platform media company that works with its young adult audience to create and distribute media that informs, enriches and inspires, today announced the promotion of Ofer Shaked to Chief Technology Officer. Shaked, who was previously Current's CTO, Online, will remain based in the company's San Francisco headquarters.

Shaked will report to Current Chief Executive Officer and co-founder Joel Hyatt and join the company's senior executive team. In his new role, Shaked will oversee the company's technology initiatives, including online, broadcast, and cross platform product development and technical operations.

"I'm very pleased to promote Ofer to this new role," said Hyatt. "As Current continues to expand, Ofer's strong leadership and technology expertise make him uniquely suited to oversee the innovative initiatives that bring Current's online and TV audiences together."

As CTO, Online for Current, Shaked oversaw Current's new online product offerings and the development of the robust technology platform that runs Current.com. Under his guidance, Current has created and dramatically grown an active online presence in four countries, enabling the international online localization that is key to Current's unique multiplatform approach.

Prior to joining Current TV, Shaked headed up the Social Search business for Yahoo! and started Yahoo! Answers, taking it from concept to a global service currently used by over 100 million users in 20 countries - one of the largest and fastest growing social systems online.

Shaked joined Yahoo! through the acquisition of FareChase - a company he co-founded and where he served as CTO. FareChase is now the engine behind Yahoo! Travel Search. Prior to that, Shaked managed several critical development projects for The Israeli Intelligence Corps., specializing in behavioral engineering and large scale information extraction.

About Current

Current is a cross platform 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., Italy, and Ireland in more than 58 million households 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). For more information, please visit <http://www.current.com> <<http://www.current.com/>> .

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