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**CURRENT MEDIA NAMES ENTERTAINMENT AND NEW MEDIA
VETERAN MICHAEL STREEFLAND AS SENIOR VICE PRESIDENT
OF MARKETING**

***Key Addition Marks Latest Period of Broadcast and Online
Growth for Leading Cross-Platform Media Company***

SAN FRANCISCO – June 3, 2009 – Strengthening its executive ranks, the leading young adult cross-platform media company, Current Media, has named Michael Streefland to the role of Senior Vice President of Marketing. Streefland, who previously served leadership positions as an executive with television, publishing, gaming, and interactive media companies, is charged with the continued growth of Current's young adult audience and the development of strategic opportunities for marketers looking to engage them.

The announcement comes as Current Media celebrates a year of double-digit growth for both its TV and digital media platforms. The Emmy Award-winning Current TV passed the 60 million cable and satellite television household mark in April and Current.com is the home to more than seven million unique visitors each month. "Hack the Debate," Current's cross-platform integration with Twitter during the 2008 U.S. Presidential Debates, was recently honored with the 2009 Webby Award for "Best Use of Interactive Video."

"We are thrilled that Michael is bringing his wealth of experience and expertise to Current," said Joel Hyatt, CEO of Current Media. "Michael's

success as a marketer for both traditional and new media companies makes him the perfect addition to our team as we create new opportunities for Current's rapidly expanding young adult audience to engage with us online and on TV."

Streefland brings more than a decade of proven marketing and media sales success to Current Media. Prior to joining the company, Streefland ran SCG, Inc., a leading new media consulting practice advising clients on executive development, marketing and sales strategy.

Before SCG, Inc., Streefland spearheaded the launch of Cyworld USA, the North American localized version of SK Telecom's phenomenally successful Korean social network Cyworld. At SK Telecom, Streefland architected key partnerships for the service, including GSN's "National Vocabulary Championship," NBC Daytime's "Passions" and Bravo Television's hit reality show "Top Design."

Prior to SK Telecom, Streefland served as the Creative Director for Johnson & Johnson's pregnancy and parenting portal BabyCenter and headed up strategic marketing and sales development efforts for iVillage. At iVillage, Streefland was involved in the successful re-branding and re-launch of the women's network that eventually led to the company's sale to NBC Universal.

Streefland started his career in Hollywood working in television programming and packaging, including stints at Fox Broadcasting Company, Walt Disney's Buena Vista Television, and Paradigm Talent & Literary Agency.

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 is now viewed in the U.S., U.K., Italy, and Ireland in more

than 60 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).

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