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**“PHONOJOURNALISTS” CALL THE SHOTS
WITH CURRENT TV’S NEW “CURRENT MOBILE”
SPONSORED BY SONY ERICSSON**

First TV Network to Regularly Feature Cellular Video

San Francisco, CA (July 11, 2006) – Pick up your cell phone and start shooting—your video could make it on national TV! Current TV is launching “Current Mobile,” new programming that showcases video from cell phones. An innovative twist on Current’s ‘viewer created content,’ or VC², Current Mobile will become a regular feature airing on Current. In another first, Current is now the first network to regularly showcase mobile video content. This new pod will be sponsored by Sony Ericsson.

“Current Mobile” is the latest opportunity for the network’s audience to help create its on-air programming. Current’s VC² presently makes up over 30% of the network’s broadcast, and Current’s ‘viewer created ad messages’ (or V-CAMs) allow viewers to create ads for the major brands that sponsor the network. “Current Mobile” pieces will be shorter, and capture moments rather than full stories. They will be easier to produce, requiring less editing and technical skills. For those without a videocamera, it can be the first way to start contributing video to the network.

Aspiring “phonojournalists” are encouraged to shoot video on their mobile phones and upload them to Current TV’s online studio (www.current.tv/mobile). Any mobile upload that goes on air will earn \$100 each. Anyone from around the world can submit. When the piece airs on the network, it will be framed inside a graphic that represents a cell phone display, branded with the Sony Ericsson logo.

To jumpstart the program, Current TV will offer a summer promotion called “MobileVision,” where mobile videomakers can capture moments from summer festivals, hot street fashion, rants, and other topics that will be posted on Current’s web site. The public can vote, or “greenlight,” pieces on the website. Every Thursday at 5:00pm PST through August 31, a new winning video with the most greenlights will be selected, and the producer will receive \$500 and be considered for television broadcast by Current TV’s programming department.

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Sony Ericsson, a leading mobile handset manufacturer, has long been known for introducing the most advanced video camera phones on the market. After setting the standard for still camera phones with its award-winning S710a, Sony Ericsson has a fleet of new innovative models that allow its customers to capture video, including the Z525, W810, W300, W710, and the new K790 Cyber-shot™ phone.

“For an increasing number of people, the cell phone is not only the preferred communication medium, but the preferred way to consume video content and to shoot it as well. It’s highly portable and easy to use when life’s most interesting or surprising moments need to be captured,” explains David Neuman, president of programming for Current TV. “We look to transform those who use mobile devices for fun into paid ‘phonojournalists.’”

“Sony Ericsson continues to enhance its portfolio with industry leading products like the W810 Walkman® phone featuring a 2.0 megapixel camera and the new K790 Cyber-shot™ phone with a 3.2 megapixel camera and many exciting features that will be firsts in the industry,” said Frances Britchford, vice president of marketing for Sony Ericsson. “Sony Ericsson looks to differentiate ourselves in the marketplace by partnering with leading edge companies such as Current TV, and this particular partnership is very timely given that our new phones offer incredible imaging and video capabilities.”

Current TV, which launched August 1, 2005, is the first national network created by, for and with an 18-34 year-old audience. Current is about what’s going on in their world, in their voice. Current is also the first network in history whose programming is created in part by the very audience who watches it. It has developed the television industry’s leading model of “viewer created content” (VC²), which composes 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 28 million U.S. homes via Comcast channel 107, Time Warner Cable, and DirecTV channel 366. For more information, please visit the website: www.current.tv.

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