

Bogotá - May 15, 2008

RCN Television launches together with Smart Media Factory the club channel product in Colombian territory.

With the Smart Media Factory club channel product RCN will be the first television channel in Latin America creating a true cross media interactive community product for its viewers. Smart Media Factory already has very positive experience from Europe with this product building a community among the people visiting channels web pages and watching the channel.

- *“We are very excited about this product, and truly believe it will not only bring us interesting incomes, but also increases the use of our internet site, and brings our channel more in touch with our viewers, which of course is very important for us.”* – says Carolina Angarita, Vice President of Marketing and programming from RCN Television.

RCN Television is a leading television channel in Colombia with more than 30 years of experience in Colombia and in the world of production. RCN quality novels and series are watched every day by millions of viewers in the world.

Smart Media Factory provides television channels with variety of cross media concepts and community products. All the products in Smart Media Factory’s portfolio have the same focus – *“Turn your viewers into your clients”*.