



JLT TV

America's Chosen Network[®]

peter max[™]
www.petermax.com

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Jewish Life TV (JLTV) is dedicated to the development and distribution of **high-quality Jewish-themed content** that communicates the **culture, history, tradition** and **values** of the Jewish people to diverse audiences across America and around the world.

JLTV, America's first 24/7 Jewish television channel, launched in December 2006 and transmits to its affiliates across the United States on Galaxy 18 – the same satellite that distributes ESPN, MTV and Showtime. JLTV is currently available in more than 45 million households on digital basic cable programming packages.

AMERICA'S NEED FOR JLTV

Today, Americans can watch over 50 religious, cultural and ethnic networks. Until now, these same viewers have never been offered an outlet for high quality Jewish media 24/7.

JLTV provides a voice for Jewish communities around the world.

JLTV gives the Jewish world a voice and brings that voice to the world

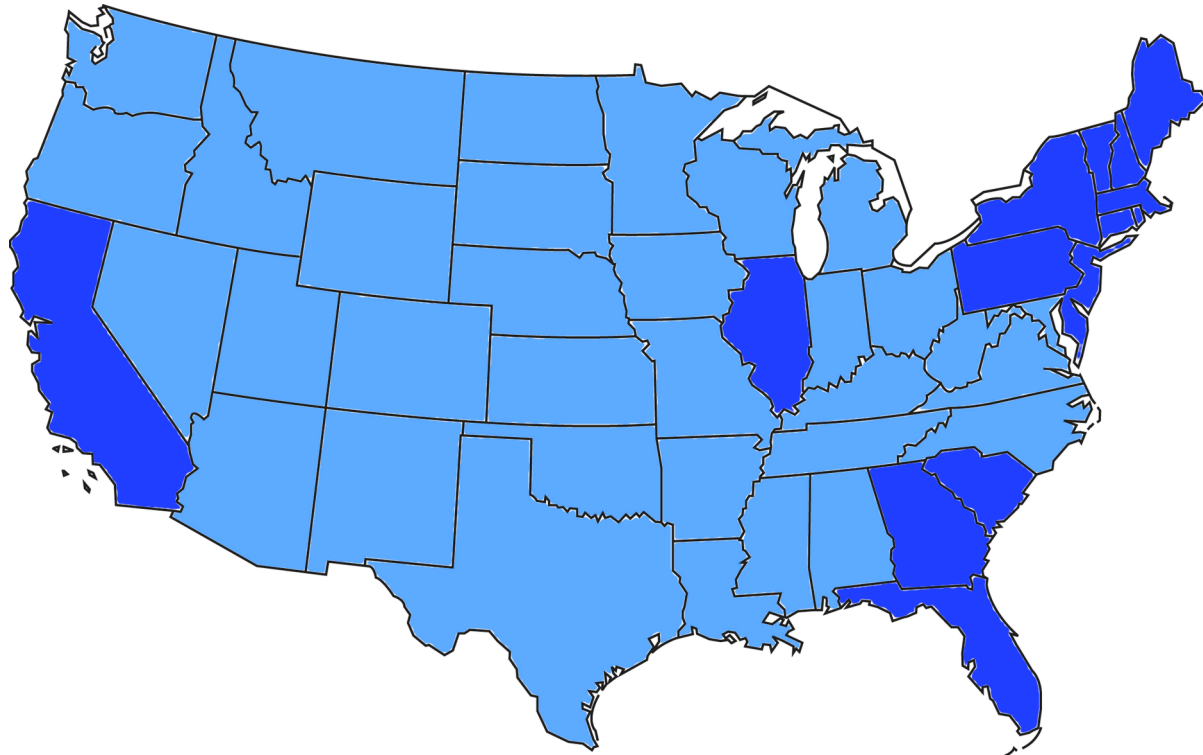
JLTV jewish life

Hollywood movie studio advertisers include: 20th Century FOX, Warner Brothers, Weinstein, Sony, Sony Classics, Disney, Focus, Lionsgate and Searchlight. Recent releases include: **Bridge of Spies**, **Black Mass**, **Birdman**, **Unbroken**, **Selma**, **American Sniper**, **Gravity**, **Philomena**, **Into the Woods**, **Dallas Buyer Club**, **August: Osage County**, **Lincoln**, **Saving Mr. Banks** and many more.



JLTV jewish life

- . JLTV is the ONLY 24/7 network focused on the Jewish lifestyle and culture
- . JLTV delivers its Jewish and non-Jewish audience, live, timely and relevant cultural, entertainment and news content
- . JLTV maintains unprecedented community outreach and public relations marketing strength
- . Intensely loyal audience following presents an impressive revenue and even larger recognition opportunity



Frequency and reach to target a mix of industry moguls, veterans, talent and media and consumer influentials in Metropolitan areas from coast to coast through the major cable operators and DirecTV along with DirecTV nationwide..

**Comcast/Time Warner Cable/DirecTV
DirecTV**

December 2006

JLTV launches on Galaxy 18.

March 2008

JLTV signs National Affiliation Agreement with Time Warner Cable.

September 2008

JLTV launches in New York and New Jersey on Time Warner Cable.

June 2009

JLTV launches nationwide on DirecTV.

July 2009

JLTV signs National Affiliation Agreement with Comcast. JLTV broadcasts exclusively the 18th Maccabiah Games from Israel.

September 2009

JLTV launches in Los Angeles on Time Warner Cable.

November 2009

JLTV launches in South Florida on Comcast.

December 2009

JLTV launches in Tampa Bay Florida on Bright House Networks.

July 2010

JLTV launches in Boston and expands its reach South Florida with Comcast.

December 2010

JLTV launches in Miami on Atlantic Broadband and in Houston on Comcast.

January 2011

JLTV launches in Orlando, Georgia and South Carolina on Comcast.

February 2011

JLTV partners with NDS for international distribution. JLTV expands into Indiana on Bright House.

March 2011

JLTV expands into New Hampshire on Comcast.

May 2011

JLTV launches in New England on Time Warner Cable.

June 2011

JLTV announces annual Chanukah Campaign Initiative.

July 2011

JLTV further expands in Northeast on Time Warner Cable. JLTV launches internationally on Filmon.

October 2011

JLTV launches on Roku, adding an additional 2 million households to its distribution.

August 2012

JLTV launches in Comcast's Freedom Region – Philadelphia and suburbs, Delaware, South New Jersey and some NY communities.

September 2012

JLTV launches in Chicago on Comcast.

June 2013

JLTV launches system-wide on Bright House Networks

September 2013

JLTV launches on Google Fiber

June 2014

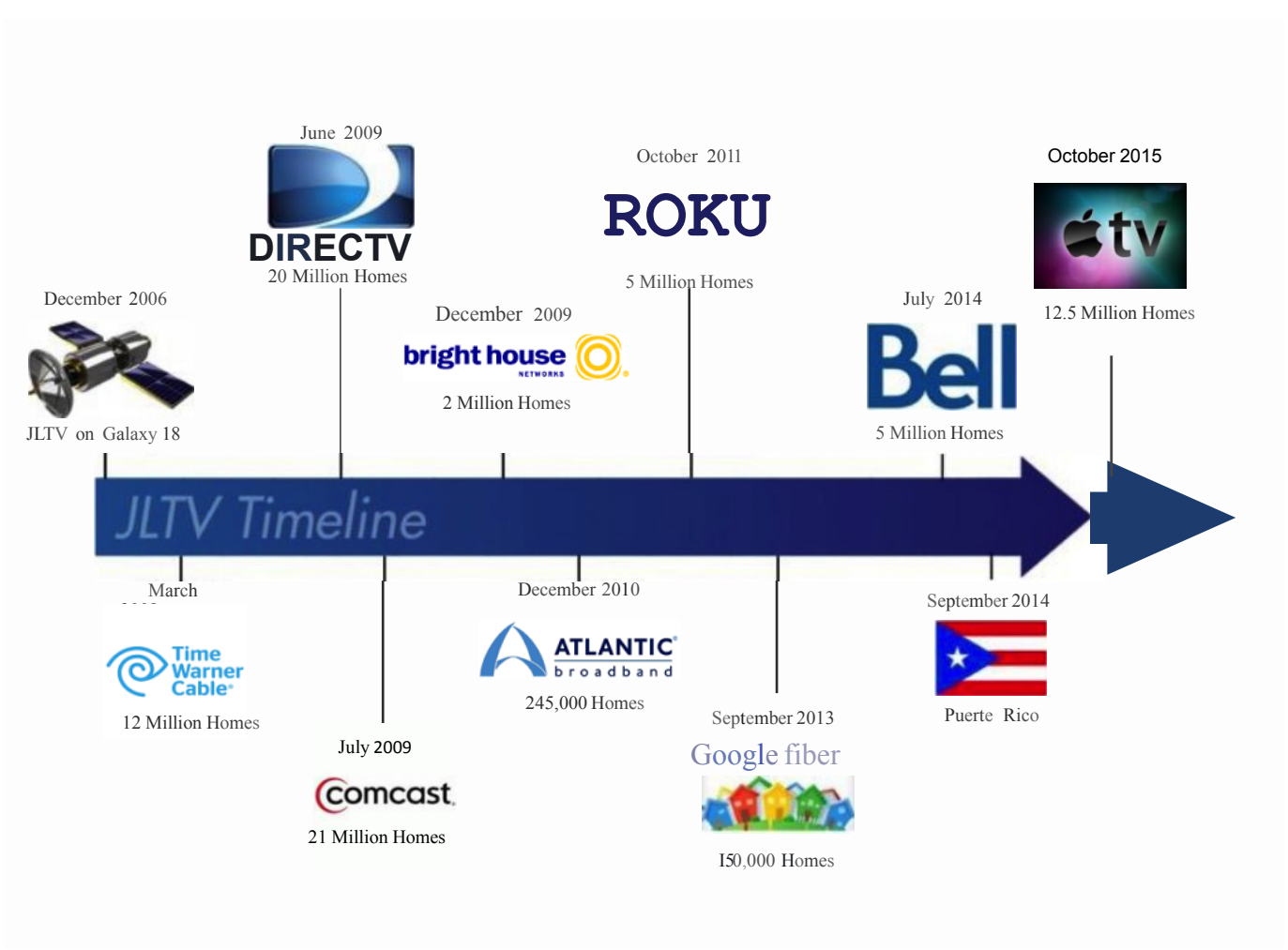
JLTV launches in Canada on Bell Fibe

September 2014

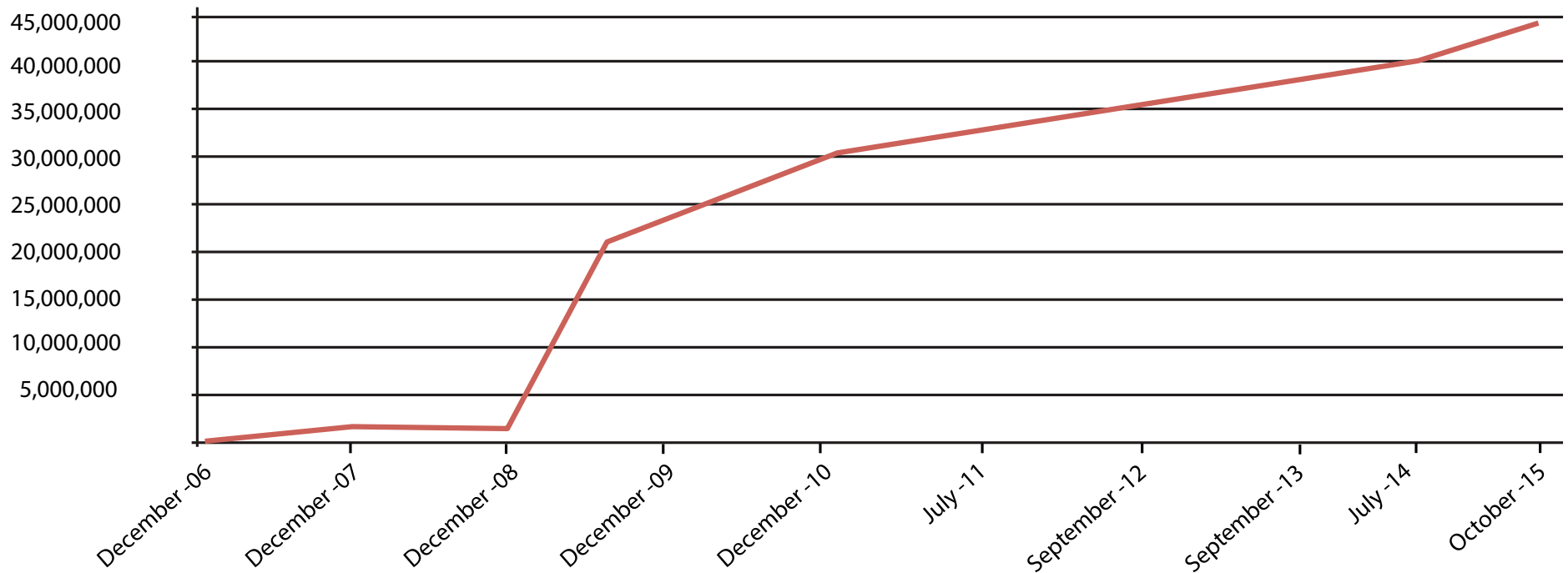
JLTV launches in Puerto Rico

October 2015

JLTV launches in North and South Carolina on Time Warner Cable



JLTV serves 45 million digital basic cable households.
More than any other “emerging” network!



JLTV broadcasts from state-of-the-art facilities in the entertainment Los Angeles, capital of the world.

Its existing technical infrastructure includes:

- **HD Studio production facilities**
- **Multi-Platform Transmission Equipment**
- **Master control and broadcast rooms**
- **State-of-the-art editing suites**
- **7' roof-mounted satellite dish**
- **Live remote-transmission equipment**



JLTV's viewers are *financially* and *educationally* upscale!

Income Levels

	<u>120k-150k</u>	<u>\$175k-200k</u>	<u>\$250k+</u>
Jewish Persons compared to all U.S. persons	Index 133	Index 208	Index 259
More likely than general population	+33%	+108%	+159%

Education Levels

	<u>College Degrees</u>	<u>Advanced Degrees</u>
	Index 112	Index 149
	+12%	+49%

Source: Kantar Measurement/DirecTV 2012



UNIVERSAL STUDIOS TOURS



SONY CLASSICS





Barbado
S



A. Eicoff & Company





Join JLTV as its correspondents and crews travel by Air, Land & Sea to discover the past and present behind Jewish communities throughout the world. From all four corners of the Globe, JLTV uncovers the triumphs and tribulations of the Jewish people in locales you may never expect. Air, Land & Sea can only be found on America's Chosen Network, JLTV. JLTV has already traveled by Air, Land & Sea to Barbados, Czech, Germany, Jamaica, Nevis, Spain, Switzerland, Taiwan and the U.S. Virgin Islands. Will your destination be next?

Given the Jewish community's history and innate curiosity, Jewish Americans travel at a significantly higher rate than their counterparts. While 15% of Americans hold passports, 93% of Jewish Americans maintain current passports.

"The video is amazing! It's attractive and impressive, even to a native Taiwanese like me. I watched it over and over again."

- A.Y., Taiwan Tourism Board

"The JLTV documentary on the Jews of Czech Lands was fabulous. It shows you places which are simply a 'must see' in Prague and throughout the Czech Republic and tells their stories in the most compelling way."

- T.C., Czech Tourist Board

"Nevis has many great stories, all of them appealing to visitors. JLTV helped to make one of the most intriguing ones known to the right people."

- G.P., Nevis Tourism Authority

"I had the opportunity to see your film, and I have to say, congratulations. It is a great piece of journalism that you created. It gives the whole, multi-faceted picture, presents fascinating people with heartmoving stories and concludes with a well balanced message. JLTV did an excellent job."

- S.B., German Consulate

Customized Advertising/Sponsorship Packages Available Upon Request:



JLTV jewish
life

www.jltv.com

The Maccabiah is the world's second largest sporting event emphasizing the centrality of the State of Israel in the life of the Jewish People. The principal mission of the Maccabiah is to facilitate a worldwide gathering of young Jewish athletes in Israel, staging the highest possible levels of sports competitions, and strengthening their connection to the State of Israel and the Jewish People.

Nearly 10,000 athletes compete in the Maccabiah from over 75 different countries. The Maccabiah helps teach and promote Jewish unity, history, culture and continuity.

The Maccabiah is designed to leave a lasting impression on athletes, fans, and viewers worldwide by emphasizing the importance of the State of Israel to Jewish People all across the globe.

JLTV is the exclusive Television provider of the Maccabiah in the US, Canada, and all other countries outside of Israel

JLTV will bring live coverage of the Maccabiah Games to over 80 million households

JLTV is committed to bringing the Maccabiah games to as many viewers as possible

JLTV understands the impact of the Maccabiah and recognizes its importance to the State of Israel and the Jewish People



Air, Land & Sea

Authentic Wisdom of Kabbalah

The Beat

Bodies in Motion

Cable to Jewish Life

Daytime Documentary Block

The Dinah Shore Show

The Eichmann Trials

Feed Me Bubbe

The Goldbergs

Hineni

i24news

Israel Philharmonic Orchestra

Israel Today

The J Report

J Span

The Jack Benny Program

James & Sunda

Jewish Broadway

The John Kerwin Show

Kosher Organic Ranchero

The Leon Charney Report

Main Street

Making a Difference

Miracles & Meals

Power of Kabbalah

Quick & Kosher

Quiet Triumphs

Saturday Night at the Movies

Shalom Sesame

The Shalom Show

The Soupy Sales Show

StandWithUs

Talkline's Jewish Music Video Countdown

Talkline with Zev Brenner

That Show with Joan Rivers

To Life, L'Chaim

Total Body Sculpt



- JLTV is the **ONLY 24/7 network** focused on the Jewish lifestyle and culture.
- JLTV delivers its Jewish and non-Jewish audience, live, timely, relevant cultural, entertainment and news content.
- JLTV maintains unprecedented community outreach and public relations marketing strength.
- National advertising sales efforts with a new segment of potential advertisers presents an impressive revenue opportunity because of our intensely loyal audience following.

Captive audience
Loyal viewership
Powerful consumer-oriented demographic

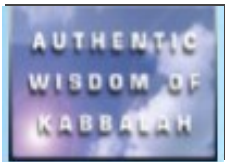


JLTV PROGRAM DIRECTORY

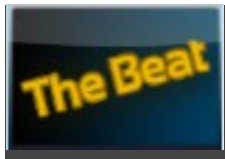
Our program directory underscores the diverse and creative content that is at the foundation of JLTV's broadcast day. We are proud of the variety of shows that are both original and classic. JLTV was born out of a Jewish radio program that debuted in 1965 and subsequently grew into a full-time independent cable network. JLTV's library contains over 2,000 hours of Jewish-themed programming.



Join JLTV as its correspondents and crews travel by *Air, Land and Sea* to discover the past and present behind Jewish communities throughout the world. From all four corners of the Globe, JLTV uncovers the triumphs and tribulations of the Jewish people in locales you may never expect.



From family issues to education, from global crisis to nature's laws, *Authentic Wisdom of Kabbalah* offers Kabbalah Revealed and Ask the Kabbalist, introducing a variety of Kabbalah principles and answers to our most commonly-asked questions.



Up and coming and established artists from Israel and the Jewish World. Musical genre runs the gamut from Klezmer to Cantorial to Folk Music. JLTV has over 500 music videos in our library.



Get Fit with Israeli Exercise Guru Gilad Janklowicz in the most beautiful Hawaiian locations and historic sites in Israel.

Gilad served in the Israeli Defense Force and is a leading fitness authority.



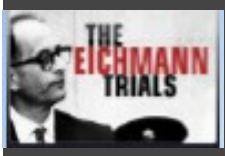
Insights into the Jewish people and practices with Rabbi Yosef Katzman. Defining Jewish traditions and history, in itself a masterful challenge.



Compelling, educational and factual programming about issues critical to the Jewish community and supporters of Israel around the world. Many of our documentaries deal with issues that are rarely unraveled and are out of the mainstream. Some of our documentaries were produced in Europe and Israel and are subtitled.



The original Dinah Shore Show from the 1950s, revered for the warmth of Shore's personality and her sincere, unaffected stage presence. JLTV is in the midst of re-mastering hours of Dinah's most popular programs, which became one of the leading entertainment programs of all time. Each program is jammed with sensational talent.



Adolf Eichmann, the SS Nazi officer known as the major organizer of the Holocaust. After the War, he fled to Argentina only to be caught by Israeli Mossad and Shin Bet agents in May of 1960 and secretly taken to Israel to stand trial. Now, you can relive history and witness one of the most important trials of the man that was responsible for the deportation and extermination of millions of Jews.



Bubbe and her grandson, Avrom, invite you into the kitchen where she cooks up her culinary masterpieces. Feed Me Bubbe has become one of JLTV's leading programs because it exudes family warmth.



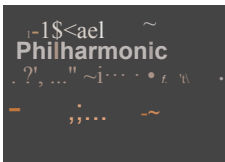
Meet the Goldbergs, the iconic, lively Jewish family living in New York City in the 1950s. This comedy series became the most successful program on television and was written by Gertrude Berg, who also starred in this most popular sitcom.



Wisdom from the dynamic Rebbetzin Esther Jungres, who advises us on successes and shortcomings and how to deal with a complex world, Jewish and otherwise. The Rebbetzin is internationally respected as a unique advisor on social affairs.



Airing with morning and evening editions on JLTV, i24news is an international 24-hour news and current affairs TV channel based in Jaffa Port, Tel Aviv, Israel with broadcasts in English, French and Arabic - broadcasting over satellites and cable operators in Europe, Africa, the Middle East and Asia and reaching a potential of 900 million homes in those regions.



Experience the Israel Philharmonic Orchestra (IPO) during JLTV's Sunday Matinee. The world famous orchestra is conducted by Zubin Mehta who has made his life-long ambition to cultivate such a cultural adventure. The IPO makes several world-wide tours annually, which gives JLTV the possibility to broadcast weekly episodes of their performances. Our Sunday Matinee rivals any high-class musical performance on any broadcast channel.



One of JLTV's most popular programs, Israel Today delves into the innovative and talented Israel that the world admires. From the creation of a new electric car to a small camera that can be ingested into the body for medical diagnosis, every episode reveals the new and dynamic modern state, established a mere 65 years ago.



Touching on both religious and cultural questions, The J Report provides its sometimes serious, sometimes humorous reports through in-depth coverage from the United States, Israel and around the World. Hosted by Brad Pomerance, the J Report shines new light on issues of Jewish concern with opinions offered by specialists in their fields.



Seminar-style programming on issues facing the Jewish world and the State of Israel. J-Span allows JLTV to explore the world through the eyes of guest authors and experts.



One of the most popular television shows of the 1950s and 60s, Jack Benny, born Benny Kubelsky, plays a fictional version of himself. The television star, with all his shortcomings, is mercilessly exposed by his supporting cast.



Comedic rantings from our “kosher” comedians, James Harris and Sunda Croonquist, this JLTV produced comedy weekly is adapted for young audiences who are a driving force in today’s new world.



Join host Chuck Prentiss as he looks at the best Broadway and Hollywood musicals from the past hundred years



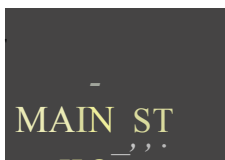
Popular talk show host John Kerwin presents his contemporary humor, which has become a habit for young adults across America. John’s program is taped before a live audience in our studios at our headquarters in Los Angeles.



A cooking and lifestyle program with a southwest flavor that teaches us to be mindful about what we eat and how we serve it. Benjamin Thompson is the popular host of this creative way to look at kosher food.



Acclaimed author and broadcast journalist Leon Charney engages some of the best and brightest from around the world in unrehearsed, highly intelligent one-on-one discussions. Leon engages in dialogue with some of America and the world’s most-talked-about political celebrities.



JLTV Founder Phil Blazer speaks with some of the Jewish world’s most influential people. His program began airing in 1977 on a commercial station in Los Angeles. Subsequently, along with the rest of JLTV’s programs, Main Street can be seen in 40 million homes in all 50 states.



Interviews with some of the world's most significant philanthropists. The program is hosted by Todd Morgan from his Bel Air Investments offices in Century City, CA. Charity is one of the key aspects of Jewish life.



Host Joanne Caras prepares classic kosher recipes from her cookbooks and at the same time, tells the miraculous stories of Holocaust Survivors whose recipes are highlighted in her volumes.



From the Kabbalah Centre, the *Power of Kabbalah* brings you information and tools necessary for one to achieve practical results in life ... results you can feel. The *Power of Kabbalah* helps unravel all the ramifications of Jewish mystical and spiritual adventure.



Join Jamie Geller as she cooks up her signature Quick & Kosher family-friendly meals.



When life changes the script ... stars share their own strategies for survival, looking at the many ways to live in today's modern world.



Jewish-themed feature films and documentaries from today and yesterday. Our film library has included such greats as *Europa-Europa*, *Exodus*, *Gardens of the Finzi-Continis* and *Yentl*. In addition to feature films, Saturday Night includes full length documentaries and musical concerts.



Classic episodes of the Sesame Street adaptation, introducing children to Israel and Judaism. Many of Hollywood's top celebrities have participated in this outstanding series, which helps children better understand their Jewish roots and learn more about Israel through the Hebrew alphabet and other creative avenues.



Hosted by Richard Peritz, this program offers interviews of more than just interesting personalities, but asks questions that often times go unanswered. Politics plays a role in rounding out Richard's regularly-scheduled programs.



Thirty years of episodes from one of the legends of television, joined by a cast of zany characters that never failed to entertain. Radio personality Howard Stern refers to JLTV and its Soupy Sales series as a trendsetter on his radio talk show today.



Roz Rothstein, CEO of StandWithUs, hosts this show which focuses on balancing media interpretations of Israel, campus anti-Semitism, and highlights Israel's achievements, including human rights, technology and humanitarianism, with exciting and accomplished guests from around the world.



Up and coming and established artists from Israel and the Jewish World. Produced by Zev Brenner, this program builds itself on a combination of religious and upbeat music.



Insight and interviews from one of the pioneers in Jewish media, Rabbi Zev Brenner, who focuses on Jewish life in the greater New York area. Zev may simply drop in on a kosher wine shop in Manhattan or participate in a rally in Central Park. His program attracts a significant viewership from the modern Orthodox.



More than two decades before *The Joan Rivers Show* of the early 1990s and when her daughter, Melissa, was barely a year old, Joan hosted her own syndicated daytime talk show in the late 1960s called *That Show with Joan Rivers*. The half-hour program features an expert guest tackling a particular subject-of-the-day, mixing it up with an unlikely celebrity guest. Joan delivers 300 words a minute, hilariously tearing into every subject. *That Show* is a virtual time capsule of subject matters and personalities of the day.



Hosts, Lee Lazerson and Rabbi Yaakov Thompson highlight Jewish life in the United States, Israel and around the world on their program originating from South Florida.



The weekend version of *Bodies In Motion*, this program provides an extended workout with Israeli exercise guru Gilad Janklowicz. The production is based in beautiful Hawaii and historic sites in Israel. This program is a hit with women.

* Programs subject to change

The General Assembly (GA)

Held in the fall by the Jewish Federations of North America, representing over 300 Jewish communities on the continent. Thousands gather to discuss local, regional, national and international issues. JLTV broadcasts the major plenary sessions live.

Independence Day, July 4th

JLTV has produced historical perspectives of America and its Jewish population. Our viewers learn about such heroes as Haym Solomon, who helped to finance the American Revolution. He raised (in today's currency) several billions of dollars to clothe and feed the Revolutionary Army. Uriah P. Levy, the first Commodore of the U.S. Navy, was responsible for the abolishment of corporal punishment and walking the plank.

Israel Football Bowl

American football has arrived in Israel and now developed to a point where the league's two winning teams play off in the Israel Football Bowl. This past championship game saw the Tel Aviv team challenge the Judean Hills team. Another live broadcast from Israel!

Israel's Birthday (Yom HaAtzmaut)

Every year, JLTV produces an Israel birthday celebration to recognize the Jewish homeland's reason for being. Stories of the pioneers of Israel with archival footage, along with Israeli folk music from the past to Israeli rap music of the present. It's a moment to rejoice.

Maccabiah Games

Every four years, JLTV broadcasts live the Opening Ceremonies and various competitive events of the two-week sports adventure that has become the third largest sporting event in the world behind the Olympics and the World Cup. Nearly 10,000 athletes from nearly 70 countries participate in this astounding moment in time.

Nobel Prize Ceremonies

Never before has the Nobel Prize Ceremony been aired across America in its entirety. Every December 10th, JLTV broadcasts the Nobel Prize Ceremony live and direct from Stockholm, Sweden. Jews have been the recipients of twenty seven percent of the Nobel Prizes awarded.

Passover Seder

With our own celebrity hosts and personalities, JLTV broadcasts its Passover Seder every year, introducing new ideas to its Jewish viewers and the meaning of Passover and the Seder to our non-Jewish audience.

Remembering the Zionist Congress in Basel

JLTV will begin broadcasting an annual event from the very hall where over 200 delegates gathered first in 1897 in Basel, Switzerland, to call for the creation of a Jewish State in the land of Israel – led and organized by Theodore Herzl. A Hollywood celebrity and/or Jewish leader will deliver his actual words, in English, every year from this very important location in Jewish history.

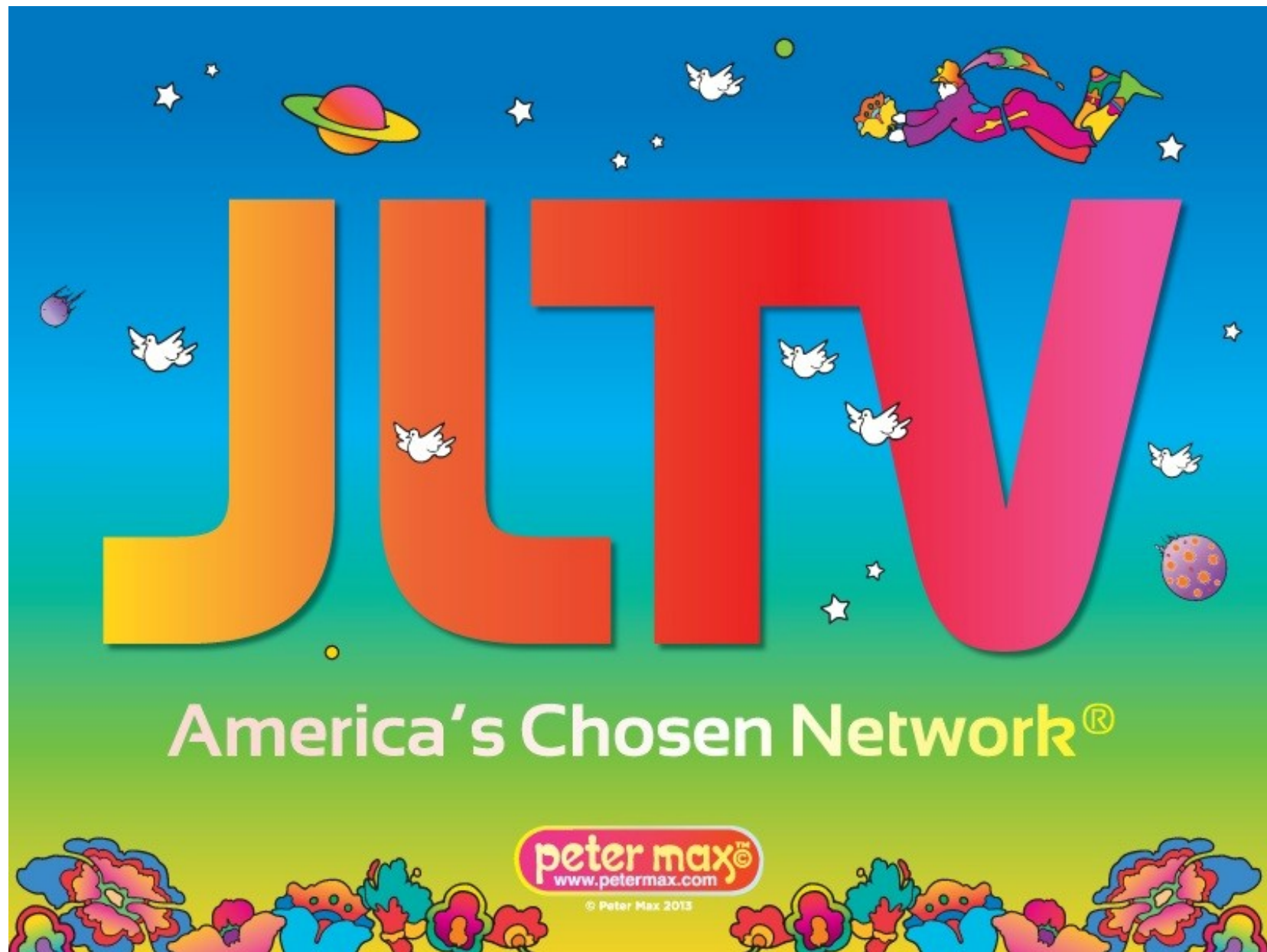
Rosh Hashanah and Yom Kippur Holiday Services

Broadcast live and tape-delayed on JLTV annually. It is difficult for some of America's Jewish population to get to synagogue. Many of the Jewish people now live in rural areas miles from the nearest synagogue. JLTV brings the holiday spirit to these families. JLTV also broadcasts to our Armed Forces stationed around the world.

Shabbat Friday Night Services

Broadcast by JLTV from all types of synagogues. The network has broadcast a Shabbat service live from the beach at Malibu, hosted by the Malibu Jewish Community Center.

* Programming subject to change



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