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Pacific Network Television To Deliver First All Hawaii Net-based Television  
**-- Unprecedented New Media Streaming to the World --**

**Honolulu, Hawai`i (15 May 2008 )** — In what has been dubbed the first “new media” of its kind, **Pacific Network.tv**, debuts this month as a “Native Hawaiian Portal to the World” and Hawaii’s first major internet-based television network.

Offering a full range of free Hawaii-themed original programs on nine channels **PacificNetwork.tv** aggregates Hawaii news, calendar listings, interactive educational and entertainment and distributes Hawaii produced images, music and messages across oceans and time zones reaching the global community. The best in original films and episodic TV, written articles, radio programs, vintage comedy and music specials, stream statewide and to cities throughout the U.S. to millions of ex-pats and viewers around the world.

Renowned Hawaii filmmaker and founder, **Edgy Lee**, “Our business model asks fellow media and sponsors to strike an alliance, come aboard, and consider us an asset not competition in a market that must find new avenues to meet a changing world. We increase all our partners’ visibility and outreach and by doing so they enable us to produce nine very robust channels of unique programming. If we hadn’t built the network we’d be watching “the other guys” come in to our home town and do it for us.”

**PacificNetwork.tv** is poised to become one of the most effective means of communication for current and former Hawaii residents, Native Hawaiians, visitors to Hawaii, and audiences interested in the Pacific region. Lee added, “ We showcase news and information about all things Hawaiian in the most accessible and compelling format available today. There isn’t anything like this out there. We also created a new revenue stream for local businesses and Hawaii producers, writers, composers, and journalists worthy of national broadcast but whose work does not reach the greater public. Can you imagine what we’ll do in terms of educating potential visitors? They’ll link to our travel bureaus, contact a kumu hula, a gallery, talk to a local composer... and find the unexpected. We’ve designated a channel to provide “a cultural heads up” to enlisted families moving to Hawaii and for local people stationed in Iraq. We’re developing a series with co-founder, **Aka Hemmings**, that features **Pure Light Racing**, the first competitive adaptive canoe paddling team of wheel-chair athletes to enter the upcoming IVF World Sprints.

We're free to the public. The service we provide relies on advertisers and voluntary memberships.”

The venture is supported by a small cadre of investors and advertisers. Its founding underwriter is the Office of Hawaiian Affairs. OHA Chair, Trustee **Haunani Apoliona**, stated that, “The Pacific Network is a 21<sup>st</sup> century tool to educate the nation and the world to Native Hawaiian tradition as well as to the progress of Native Hawaiians in modern times. This vision aligns with the spirit of the Native Hawaiian people. The strength of the Pacific Network is as a technological advancement that will change the way people understand the world and Native people”.

Lee, “Some of our programs are interactive. **Local Justice** is the first interactive courtroom show in America, starring (ret.) **Judge Boyd P. Mossman** and KUMU radio's **Frank B. Shaner**. One case each week is decided by viewers where “You are the Jury”. Our “green programming” is very strong and vintage comedy from KGMB9's historical library brings tears of laughter and nostalgia and producer **Jeff Mueller** and **Kanoë Cazimero** are teamed to deliver a definitive series on hula.

Special events will stream live. From Politics, Business, Health & Lifestyles, Travel, History & Culture, Education, Science & Environment, Arts & Entertainment, Sports, a Family Channel and programs designed for young viewers and all tie to “Connections” where viewers submit comments, upload songs, videos, talk to celebrities and connect with other users. Viewers can also purchase DVDs, books, CDs, photographs, and pay per view.

Pacific Network continues to build its strategic partnerships with businesses and media partners. Hawaii's CBS affiliate, KGMB9, was the first media alliance to join forces in a business model that thrives on creating new synergies with local companies. **KGMB9** Senior Vice President & General Manager **Rick Blangiardi** noted that, “This project puts Hawaii at the crest of a trend in which traditional media and high tech formats are ‘morphing’ very rapidly, creating changes in the way in which we live, get our news and learn about what's going in the world. As Hawaii's first television station blessed with a rich history and archives of important local television, we felt it imperative we make every effort possible to support the critical initiative on behalf of Hawaii and its place in the world.”

Pacific Network has also struck an alliance with **Hawaii Public Radio** and **TimeWarner Telecom** with regional offices in 75 locations in the U.S., where large populations of Hawaiians and Hawaii ex-pats now reside. **Hawaii Tourism Authority** joins OHA as an underwriter. HTA sponsors the Arts & Culture Channel allowing the network to offer monthly calendars featuring local artists and shows across the state, and links to all of HTA's worldwide travel bureaus from China to Germany.

**Pacific Network's** field correspondents report from Hawaii, Japan, New York, Washington D.C., California, the Pacific Northwest, Borneo, Bali, and Tahiti. Pacific Network also offers in-classroom curriculum in a ground-breaking effort to augment existing educational outreach by offering streaming of health and substance abuse programs directly into classrooms. The network is a prime source for after-school and bilingual programs, sustainability, cultural and environmental lessons from *Native Hawaiian and local perspectives*, and a contemporary series on civics.

Revenue is generated by sponsors of whole channels, classic advertising, pay-per-view downloads, direct sales of product, and \$35 a year memberships that provide users with additional value though broadcast is free.

Pacific Network is dedicated to global promotion of Hawaii, its people, and locally owned businesses, arts & culture, and Hawaii products.

**PacificNetwork.tv** links to media partners and encourages viewer support of all of its media allies. For more information on underwriting **PacificNetwork.tv** please contact [HYPERLINK "mailto:Sara@PacificNetwork.tv"](mailto:Sara@PacificNetwork.tv) [Media@PacificNetwork.tv](mailto:Media@PacificNetwork.tv) (808. 599-6403).

The firm's mantra -- ***Imagine a Perfect World.***

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