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PRESIDENT BARACK OBAMA, GLENN BECK, ED KOCH, AND EHUD BARAK HEADLINE PREMIERE OF SHALOM TV LIVE

Channel Includes Daily Newscast From Israel And Children's Programming

Also Available Online and on Mobile Devices

Jews throughout North America will have a new channel available for viewing beginning February 1, 2012, as "Shalom TV Live" premieres with a wide array of programming.



Shalom TV Live can be viewed online on any computer or mobile device (such as the iPhone and the iPad) by visiting the Shalom TV Web site at www.shalomtv.com. The channel will also be premiering in New York City and in Miami on Hotwire Communications and will soon be carried on cable systems throughout the country.



The new television channel will complement Shalom TV's extremely successful Free Video On Demand programming which is currently available in more than 40 million homes on virtually every cable system in the United State and on Rogers Cable in Canada.



A Jewish "PBS-style" channel in the breadth of its programming, the first week of Shalom TV Live features the annual dinner of the Zionist Organization of America in NY and the addresses of ZOA President Morton Klein and keynote speaker Glenn Beck; and the Union For Reform Judaism's Biennial in Washington, DC, with President Barack Obama, Israel Defense Minister Ehud Barak, Jewish Agency Chair Natan Sharansky, and outgoing URJ President Rabbi Eric Yoffie. The premiere week will also present interviews with former New York City Mayor Ed Koch and the recent past chairman of the Presidents Conference, Alan Solow, a longtime friend of President Obama. And viewers will share in the fiftieth anniversary of the Foundation For Jewish Culture as its CEO, Elise Bernhardt, presents Jewish Cultural Achievement Awards to individuals who have made major cultural contributions, including Holocaust historian Deborah Lipstadt.



In addition, Shalom TV Live will feature a daily newscast from Israel, children's programming every morning and afternoon, a series profiling the hottest Israeli musical artists ("Muzika"), and an "HBO-like" series following Jewish singles in their search for that special someone ("From Date To Mate").



Shalom TV Live will also provide viewers with a front-row seat to the outstanding programs presented at The 92nd Street Y in New York; and the channel's Jewish Studies programming will enable one to learn to read and understand Hebrew ("From The Aleph Bet"), study a page of Talmud ("Dimensions of the Daf"), sit with rabbis from the Shalom Hartman Institute in Jerusalem ("Rethinking Judaism"), and be introduced to the mysteries of Kabbalah ("Kabbalah Revealed"). Shalom TV also plans on telecasting live Friday Night Services preceded by a D'var Torah on the week's Torah reading by Rabbi Shlomo Riskin.

(MORE)

Shalom TV, a nonprofit network, is free of charge as both a VOD service and a live channel. Network president Mark S. Golub explains that the launch of the Shalom TV Live will do nothing to the Video On Demand programming which will remain available on all cable systems.

"There is something very exciting about doing live television," Golub explains. "In addition to news from Israel, Shalom TV will now be able to cover breaking stories as they occur and our guests will be able to interact with our audience via telephone. And with a live channel, many Jews and non-Jews will find it especially easy to access Shalom TV and share in the information, education, and entertainment Shalom TV provides the entire community."

To watch Shalom TV Live and to see the week's program schedule; to access archived programs; and to find how to access Shalom TV's Video On Demand network on your cable system, visit the Shalom TV Web site and click on "Find Us." Everyone is also encouraged to call their cable provider and ask them to add Shalom TV Live to their channel lineup.

Shalom TV, America's national Jewish television network, is available for free on virtually every cable system in America. It can be found in the free Video On Demand section on Comcast, Time Warner, Cablevision, Verizon FiOS, Antietam, Cox Communications, RCN, Bright House, Armstrong, Service Electric Cablevision, Service Electric Cable TV, Buckeye CableSystem, MetroCast, Blue Ridge Communications, Frontier, WOW!, Click!, GCI, and Rogers Cable (Canada).

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