

# Press Release

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FOR IMMEDIATE RELEASE  
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## **VIDEO MIX TV MOVES HQ FROM MIAMI TO GREENSBORO**

GREENSBORO, NC JUNE 11, 2009: After nearly ten years of serving the South Florida Market, **VIDEO MIX TV** has moved its headquarters to Greensboro, NC. In advance of the fast approaching DTV transition, **VIDEO MIX TV launched Monday, June 1, 2009 with it's uniquely localized 24/7 music video programming on WCWG's Digital Sub-Channel 20.2.** By securing this distribution, **VIDEO MIX TV** has the potential to reach almost 700,000 households in the Triad (Greensboro, Winston-Salem and High Point) and surrounding areas. **VIDEO MIX TV** will continue to air music videos from chart topping artists as well as local and independent acts from all genres of music.

Unlike most local video outlets that air for half and hour to an hour once per week, **VIDEO MIX TV** is a **24-hour music television network** that has a direct impact on local retail trends. During its first week broadcasting on digital channel 20.2, without the benefit of e-mail blasts, radio/TV/print ads or even a twitter campaign, **VIDEO MIX TV** received over 3600 calls along with more than 1,000 voice mail messages from viewers requesting their favorite videos. This is a case study for the strength of organic viral promotions.

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The move to the Triad allows the network to bring its unique programming to an area stocked with local talent and viewers who long for music videos that are localized to meet their taste. **Jesse Coleman, Founder/President & GM**, has over 20 years experience as a broadcast engineer and programmer, "...Is very excited about the move to the Triad region..." According to Mr. Coleman, "This market has a bubbling local/independent music scene that reminds me of South Florida along with a number of artists and producers that have achieved national prominence from American Idol's—Chris Daughtry and Fantasia, to Anthony Hamilton, Kelly Pickler, Ninth Wonder, and more. We look forward to taking the lessons that we learned in South Florida and blazing a new trail here in North Carolina and helping local artists achieve their dreams while also having a positive impact on our viewers and the local business community." Mr. Coleman is also a proud graduate of Greensboro's North Carolina A&T State University.

For press and any other inquiries, please contact Bryon D. Turman, **Local Market Manager of VIDEO MIX TV**, at (336) 254-7519 or via email at **bturman@videomixtv.com**.

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