

CURRENT TV'S UK LAUNCH COMPETITION

To celebrate Current's UK launch, we're running a competition from NOW until April 9th 2007. This is your chance to show off your filmmaking skills and win a fantastic prize, simply by submitting a compelling three-to-five minute non-fiction video "Pod" to our website at www.uk.current.com [<http://www.uk.current.com>](http://www.uk.current.com) . Subjects can be any person, place or thing, so use your imagination.

The winning pods will be aired on Current TV, and three grand prize winners will win lunch with Current's chairman, former US Vice President and recent Oscar-winner, Al Gore. Six runners-up receive a Sony HD video camera, and as if that wasn't enough – even if you don't win there's every chance we'll pay money to broadcast your pod to millions of people!

Grab a camera, get shooting and help us create television *you* want to watch.

ABOUT CURRENT:

Current is a radically innovative television network created by, for and with young adults. Launched in the US in August 2005 by Al Gore and Joel Hyatt, Current will be available on Sky and Virgin Cable in just under 12 million homes across the UK and Ireland, from **March 12th 2007**.

Current is TV for the internet generation, all about audience participation and engagement. Unlike a traditional network, Current offers short-form programming in a schedule that is the TV equivalent of the iPod shuffle. Current's non-fiction videos, or "Pods" are short hits of information, exploring sex and relationships, careers, entertainment, world events, culture, and everything in between. Our programming covers subjects rarely found on TV, in a voice young adults recognize – their own.

Find more information about Current TV and our Launch Contest at www.uk.current.com [<http://www.uk.current.com>](http://www.uk.current.com) , and feel free to reach out to us - Davide at dscalenghe@uk.current.com.