

This went out today:

## FIRST HIGH DEFINITION TV RATINGS PUT HDNET OUT IN FRONT OF THE COMPETITION

### HDNet Movies and HDNet's Original Programming Slate Lead the Way

#### FOR IMMEDIATE RELEASE

Dallas (July 10, 2007) – According to TNS Media Research of set top box data in a major market, HDNet's two all high definition networks, HDNet and HDNet Movies achieved a record share of the high definition viewing audience.

According to the real time data captured by TNS Media, the HDNet networks excelled in all weekday and weekend dayparts. HDNet's share of the high definition viewing audience for the week ending July 1, 2007 is as follows:

Weekends – All Day – 8.6 %

Weekends – Primetime – 7.8%

Weekdays – All Day – 6.1 %

Weekdays – Primetime – 6.3 % \*\*\*

HDNet outperformed all other HD-exclusive networks in all dayparts, and beat both cable and broadcast simulcasts on weekends (including DISC HD, KTLAHD, ESPN HD, TNT HD, PBS HD, UniHD, MTVHD and for the whole day on this weekend, FOX HD).

"We are excited by the performance of HDNet and HDNet Movies," said Mark Cuban, president and co-founder of HDNet. "It's obvious that our lineup of original programming, led by "Dan Rather Reports", Friday Nights' "Guys Night In" our "InFocus" series of documentaries coupled with HDNet Movies' stellar lineup of Original Movies from HDNet Films and our unique Sneak Previews of theatrically released motion pictures, before they reach theaters, is resonating with high definition viewers"

#### About HDNet

HDNet ([www.hd.net](http://www.hd.net)) provides viewers with the best in original comedy, drama, news, sports and music programming.

HDNet is your exclusive, high-definition home for popular, critically acclaimed original programming, including television's only HD news feature programs "HDNet World Report", "Dan Rather Reports" featuring legendary journalist Dan Rather and "NASA on HDNet" (presenting live shuttle launches through 2010). HDNet presents championship sports coverage featuring the National Hockey League, Major League Soccer, NASCAR Grand National Division, NASCAR NEXTEL Cup re-broadcasts, boxing and Mixed Martial Arts; groundbreaking music programming with the HDNet Concert Series featuring leading artists and bands including U2, Black Eyed Peas, Gwen Stefani and more, plus original music programs "Sound Off with Matt Pinfield", and "True Music w/Katie Daryl"; entertaining interview shows including "Face 2 Face with Roy Firestone" and "Higher Definition", in addition to fun and irreverent lifestyle programming including "Geek to Freak with Dennis Rodman", "Deadline!", "Art Mann Presents", and "Get Out!" HDNet is also the exclusive high-definition home to the critically acclaimed and award winning programs such as the Emmy Award winning "Arrested Development", "The Black Donnellys", "Blade: The Series", "Star Trek: Enterprise", "Dead Like Me", "Smallville", "Joan of Arcadia", "Boomtown" and "Andy Richter Controls the Universe".

HDNet Movies also features a wide selection of major studio theatrical releases – all uncut, unedited, and appearing in their original aspect ratio so that HDNet Movies viewers get the best possible home theater experience.

Only HDNet Movies exclusive "Sneak Previews" bring feature films to viewers before they premiere in theaters! Some of the HDNet Movies "Sneak Previews" have included the Academy Award nominated "Enron: The Smartest Guys in the Room", Toronto Film Festival nominee "The War Within", and "Bubble", the first of six movies by acclaimed director Steven Soderbergh and produced exclusively for HDNet Films and, most

recently, "Broken English", from Zoe Cassavetes, starring Gena Rowlands, Parker Posey, Drea de Matteo and Griffin Dunne. Upcoming Sneak Previews include "Quid Pro Quo", starring Nick Stahl and Vera Farmiga, "Hunter", the story of the life and death of infamous gonzo journalist Hunter S. Thompson from director Alex Gibney and producer Graydon Carter, "Cashback", written and produced by Sean Ellis, "Flawless", starring Michael Caine and Demi Moore, "Closing Escrow", a real estate mockumentary featuring April Barnett and Allen Friedman, and "Mr. Untouchable", a documentary film about Leroy 'Nicky' Barnes who was the black Godfather of Harlem in the 1970's. Many more are to come.

Launched in 2001 by Mark Cuban and General Manager Philip Garvin, the HDNet networks are available on AT&T, Bright House Networks, Charter Communications, DIRECTV, DISH Network, Insight, Mediacom, Time Warner Cable, Verizon and more than 40 NCTC cable affiliate companies. For more information visit [www.hd.net](http://www.hd.net).

\*\* TNS Media Research, Anonymous Digital Return Path Set Top Box Data, the week ending July 1, 2007. HDNet and HDNet Movies share combination.

###