

FOR IMMEDIATE RELEASE:

Jewish Life Television Enters Into Ad Sales Agreement with AdGorillatv

LITTLETON, CO., April 15, 2011- Jewish Life Television (“JLTV”), the world’s only 24/7 network delivering Jewish-themed programming, announced today that they have entered into an advertising sales agreement with AdGorillatv based in Littleton, Colorado. As a result of the agreement, AdGorillatv will be offering commercial time on the JLTV network to advertisers all across the country.

AdGorillatv sells advertising time for over 40 domestic cable and broadcast television clients and will be introducing their existing advertising clients to JLTV, but will also focus on working with a variety of new clients who will benefit from advertising exposure to the high-quality JLTV viewing audience. “Research shows that the JLTV audience has some of the highest income and educational metrics in television today,” AdGorilla, LLC President Ray Dowdle said, “and virtually every advertiser can benefit from putting their marketing message in front of this audience.”

Since its inception in 2006, JLTV has established itself as unique among emerging cable networks by offering the best in original and acquired programming for its audience. JLTV’s daily offerings cover a wide range of news, cultural, educational, historical and sports programming for the entertainment and enjoyment of diverse audiences with a focus on Jewish lifestyle and culture. Original programming includes audience favorites *The J Report*, *Main Street*, *Feed Me Bubbe*, *James and Sunda*, and *Organic Authority*, a cooking and lifestyle show that helps viewers understand true ‘green living,’ as well as specials like the *March of the Living*, an annual gathering in Poland of over 10,000 high-school students and Holocaust survivors from around the globe who march from Auschwitz to Birkenau, and the *Maccabiah Games*, a gathering of Jewish athletes from around the globe second only in scope to the Olympics. More than 80% of JLTV’s programming is originally produced by the network or is exclusive to JLTV.

Complimenting this first-run programming are standards like *The Goldbergs* and *Soupy Sales*, and a library of over 10,000 classic movie titles and documentaries. JLTV is presently available in over 31 million homes in all 50 states across the U.S. through DirecTV as well as local cable providers including Comcast, Time Warner, Bright House and others, and globally through its live-stream on its website, www.jlvtv.tv. For more information about JLTV, please contact Sue Liberman, Director of Affiliate Marketing, JLTV at (818)786-4000 or sliberman@jlvtv.tv.

AdGorillatv is a consolidated media company that offers end-to-end advertising solutions for cable and broadcast networks, cable television systems and television program providers. The company specializes in advertising sales representation and sales support services for their distribution partners, and work closely with their sister company, AdGorillaq in the design and manufacture of ad insertion and playback equipment for clients across digital, analog and IP content platforms. For more information about AdGorilla, please contact Ray Dowdle, President AdGorilla, at (303)601-1078 or rdowdle@adgorilla.com

AdGorilla, LLC
www.adgorilla.com

JLTV
<http://www.jlvtv.tv>

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