



FOR IMMEDIATE RELEASE
02 MAY 2006

24fps Productions HD projects "On A Single Breath" and "Free Flight" acquired by National Geographic Channels International.

NEW YORK (May 2, 2006) - 24fps Productions, Inc. the award-winning New York City based production company, is proud to announce that two programs they co-produced have been acquired as part of National Geographic Channels International's (NGCI's) global high definition programming expansion.

NGCI's quest for high-quality high definition footage led to their acquisition of 25 hours of original HD content from Rainbow Media Holdings VOOM HD catalog, primarily their dynamic RUSH HD collection. With distribution through ID Distribution (IDD), the deal includes two one-hour documentaries 24fps Productions co-produced for RUSH HD in 2004: On A Single Breath and Free Flight.

These two one-hour programs, explore the outer limits of extreme sports, from the underwater world of free diving to the untested horizons of free flight in paragliders and ultralights.

On a Single Breath follows 52-year old Annabel Briseno, on her weeklong quest to break world records in four free diving disciplines. As the week unfolds it becomes clear that a world record in free diving is a precarious agreement of mind, body and sea that sometimes collapses violently. The serene beauty of high definition underwater footage is juxtaposed with the dangers of a sport in which the body must utilize survival reflexes to succeed. In the end, Annabel's story is one of camaraderie and trust, not only with fellow divers, but with the sea.

In FreeFlight, the philosophy of maximizing the pilot's connection to the heavens by minimizing the aircraft fuels an incredible visual experience along the cliffs of Hawaii and the snow-covered altitudes of Aspen. The host, a conventional pilot, was treated to the most thrilling flights of her life by stripping away the airplane and experiencing flight in a new and intense way.

For Thomas Strodel, president and CEO of 24fps Productions, it's a perfect match. We couldn't be more pleased about NGCI's decision to embrace high definition and to include these titles as part of their global offerings. It offers a great opportunity for more people to experience these powerful stories.

More information about these programs can be found by visiting www.24fpsproductions.com

ABOUT 24FPS PRODUCTIONS

24fps Productions, is a New York City-based independent production company that specializes in creating original programming for cable, broadcast, and satellite distribution. For more information, visit: www.24fpsproductions.com

ABOUT NGCI

National Geographic Channels International (NGCI) invites viewers to re-think the way they see television - and the world - with smart, innovative programming. A business enterprise owned by National Geographic Television & Film (NGT&F), FOX Entertainment Group and the National Broadcasting Company (NBC), NGCI contributes to the National Geographic Society's commitment to exploration, conservation and education. Globally, National Geographic Channel (including NGC U.S. which is a joint venture of NGT&F and Fox Cable Networks Group) is available in over 286 million homes (including day-part households) in 163 countries and 27 languages.

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Additional information can be found on our website: www.24fpsproductions.com



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ABOUT RAINBOW MEDIA HOLDINGS LLC

A leader in the entertainment industry, Rainbow Media Holdings LLC is a subsidiary of Cablevision Systems Corporation. Rainbow Media creates and manages some of the country's most compelling and dynamic programming with linear networks including national networks - AMC, Fuse, IFC (The Independent Film Channel) and WE: Women's Entertainment; its regional programming service - Rainbow Sports Networks; on-demand networks including Mag Rack and sportskool; and the largest suite of high definition channels available anywhere - the VOOM HD Networks. Rainbow Media's other businesses include its film distribution, production and exhibition division - IFC Entertainment; in addition to its advertising sales division - Rainbow Advertising Sales Corporation - and its full service network programming origination and distribution company - Rainbow Network Communications.

ABOUT ID DISTRIBUTION

ID Distribution is one of the UK's most dynamic independent distributors. Since its launch at MIPCOM in October 2004, the company is now recognized as one of the most exciting players in the field. ID Distribution's collaborative approach with producers is helping the company develop ongoing relationships with some of the most creative independent production companies in the UK and US. Now working with over 30 independent companies, ID has experienced phenomenal growth in the last year and has equally ambitious plans going forward. ID Distribution specializes in the international distribution of formats and completed programming in factual and light entertainment, reality, lifestyle, documentaries and current affairs. The company works closely with producers to develop, finance and distribute programmes and formats with global appeal, helping programme-makers realize the full potential from their programming rights and ideas. The company undertakes all commercial activity in the exploitation of primary, secondary and ancillary programme rights, providing producers with strategic commercial services, including advice on programming for foreign markets.

Distributing programmes and formats for a wide range of producers from both the UK and US, ID Distribution has the presence to assist its producers to take the steps they need to build on their success and maximize their identity, growth and revenue potential in the international market. The company has unique experience in the US. ID Distribution represents original programme ideas on behalf of independent production companies, taking them to the network and cable channels and introducing producers to local co-production partners where required. For further information: www.iddistribution.tv.

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Additional information can
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