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## **AZN TELEVISION ACQUIRES RIGHTS TO ONE OF ASIA'S MOST POPULAR DRAMAS**

*“Jewel in the Palace” to Premiere on AZN Television June 27*

**Centennial, CO**—In response to the growing popularity of Korean dramas among Asians around the world, AZN Television, the newly launched channel for Asian Americans, has acquired the rights to the highly regarded “Jewel in the Palace” series from MBC America. The series, which includes 54 episodes, will premiere on AZN Television Monday, June 27 at 5 p.m. and run Monday through Friday in that time slot. The program will air with English subtitles. The announcement was made today by Peilin Chou, Senior Vice President, Programming and Production, AZN Television.

“We are very excited to be able to premiere ‘Jewel in the Palace’ on AZN Television,” said Ms. Chou. “This series is something of a phenomenon in Asia having achieved great ratings successes not only in Korea, but throughout Asia.”

“Jewel in the Palace” premiered in Korea in September 2003 and was one of the highest rated programs in Korean television history. Similarly, when it aired in Taiwan and Hong Kong recently, it overtook other miniseries and became the most viewed program of the season.

“Jewel in the Palace” is based on the true story of the first woman who became the supreme royal physician in the rigidly hierarchical and male-dominated social structure during the Chosung (Joseon) Dynasty in Korea 500 years ago. The central character, Jang-geum, played by actress Lee Young-Ae, enters the royal palace at the age of ten and excels as a chef. Eventually, however, she is entangled in a conspiracy and is expelled from the palace. Subsequently, she is banished to the faraway Jeju-do Island and is forced to work as a servant for the local government there. She does not give up hope, however, begins studying medicine and re-enters the palace. Jang-geum ultimately becomes the head physician and also the first woman physician in the history of Joseon to serve the King.

The miniseries was filmed in numerous locations throughout Korea, from Seoul to the beautiful Jeju-do Island; and from the Seongeup-ri Ranch Area to Changdeokgung Palace, which has been designated by UNESCO as a world cultural heritage site.

**About AZN TELEVISION**

AZN Television is the network for Asian America. The channel's primetime programming targets the fast-growing, young, affluent and English-speaking Asian American community with original programming produced in the U.S. Rounding out primetime are some of the most popular movies, dramas, anime and music shows out of Asia. Daytime programming features drama series and timely news programs direct from Asia's leading broadcasters. Weekends are dedicated to programming for South Asian viewers. For more information, visit [azntv.com](http://azntv.com)

AZN Television is a service of International Networks, which also provides 16 premium cable television channels from various international sources in the languages of the country of origin. International Networks is the trade name of International Networks, LLC, a wholly owned company of Comcast Corporation (NASDAQ: CMCSA, CMCSK). For more information, visit [www.internationalnetworks.com](http://www.internationalnetworks.com).

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