



For Immediate Release

**AZN TELEVISION RIDES THE KOREAN WAVE WITH
PREMIERES OF KOREAN DRAMAS, SPECIALS AND
MUSIC VIDEOS
AZN AND ON *AZNTV.COM***

**Korean Dramas and Films, a Special Episode of “Cinema AZN,” Korean Film Star
Interviews and K-Pop Music Videos are All Part of AZN’s
“Asian Wave: Summer of Hallyu” Program Festival**

***Select Programming Will be Available Exclusively Online Through azntv.com’s New
Streaming Video Player***

Centennial, CO – July 17, 2006 Beginning August 1, AZN Television, the channel for Asian Americans, will become one of the first cable channels to offer viewers fully interactive streaming content via its website (www.azntv.com). To kick off the service, AZN will premiere the first episode of one of the hottest Korean dramas, “My Lovely Sam-Soon,” on azntv.com two weeks before it airs on the channel. On September 5, the full series “All About Eve” will be available on azntv.com exclusively.

In addition, special episode of AZN’s original program “Cinema AZN” will premiere on the channel on August 23 and explore the Korean programming phenomenon. Interviews with the stars and directors of Korean dramas and films will be available online. Also available on azntv.com will be several Korean music videos featuring Bul (“I Think”), Boa (“Your Color”), Chung San Ji Hee (“Sweet Flower”) and Rain (“It’s Raining” and “I Do”).

This new streaming video feature will launch on azntv.com in conjunction with AZN Television’s “Asian Wave: Summer of Hallyu” program festival. “Hallyu” is the Korean term for the cultural phenomenon surrounding the huge popularity of Korean dramas around the world. “My Lovely Sam-Soon” will be the first of several Korean dramas to air during the “Asian Wave” festival. Here is a listing of all the dramas to be featured:

- **“My Lovely Sam-Soon” – (Cable Exclusive)** This series was the highest rated drama of 2005 in Korea, with an average of 37.7% of the viewing audience. The story centers around the character Kim Sam Soon, a nearly 30-year-old, single woman who scrambles to rebuild her career and her love life after losing her

boyfriend and her job on Christmas Eve. Starring Kim Sun Ah, the English-subtitled version of “My Lovely Sam-soon” will make its cable debut in the US on AZN and azntv.com.

- **“All About Eve” – (Cable Exclusive)** “All About Eve” is set in the world of broadcast journalism and follows the lives of two young women competing to become the head news anchor at a local TV station while at the same time dealing with their respective love lives. The series stars Jang Dong Gun, Chae Rim, Han Jae Suk and Kim So Yeon. The English-subtitled version will be available exclusively on azntv.com.
- **“Full House”** - Han Ji Eun returns home from vacation only to find that her house has been sold to famous actor Lee Young Jae. She must play along with a contract of marriage if she wants to get her house back! “Full House” stars Song Hae Gyo and Jung Ji Hoon, who also known as Rain/Bi, a pop music (“K-Pop”) idol in Korea. The popularity of this drama reached record highs in Thailand, where parts of the series were filmed.
- **“Jewel in the Palace”** – This series is based on a real historical figure, Jang-geum, who was the first female head physician to serve the King in the rigidly hierarchical and male-dominated social structure of the Joseum Dynasty. The series broke all ratings records in Korea, Taiwan and Hong Kong. The series stars Lee Young-Ae, Ji Jin-Hee, Hong Ni-la and Im Ho.
- **“Winter Sonata”** – This is the story of a woman who, on her way to her own engagement party, sees a man she thinks is her former, dead lover. As fate would have it, she is placed face-to-face with him at work, only now he goes by another name and has no recollection of her at all. Stars Bae Yong Jun and Choi Ji Woo started clothing and hairstyle trends in Korea when it aired. “Winter Sonata” is the second part of the seasonal series by producer/director Yoon Suk Ho, who some credit with starting the “Korean wave” in television programming.

A number of Korean films will also be featured through August and September on the channel. They include:

- **“Spring, Summer, Fall, Winter and Spring”** – This multi-award winner is the story of an old monk who lives on a floating temple in the middle of an isolated lake. He teaches a young boy to become a monk. As the seasons go by, the young boy becomes a man and leaves, but he eventually returns to find spiritual enlightenment. The film was directed by Di-Duk Kim, who also plays the part of the monk as an adult.
- **“Shiri”**- This action film follows North Korea’s 8th Special Forces as they hijack a shipment of CTX, a potent new liquid explosive, and threaten South Korea as part of a ploy to re-unify the two countries. Directed by Je-gyu Kang, the film co-stars Yoon-jin Kim of TV’s “Lost.”
- **“Chiwaseon”** – Im Kwon Taek won the Best Director honor at the 2002 Cannes Film Festival for his work on this film about the turbulent life and times of Jang Seung-up, one of Korea’s greatest artists. He was known as a temperamental and passionate painter who lived life like a rock star. Choi Min-shik stars. AZN has the exclusive basic cable premiere of “Chiwaseon.”
- **“Untold Scandal”** – Based on the novel “Les Liasons Dangereuses,” this version is set in aristocratic 18th-century Korea at the end of the Chosun Dynasty. Temptress Lady Cho asks her cousin Jo-won, a notorious playboy, to deflower the young and innocent Soh-ok who is to become her husband’s concubine. However, his attention shifts to the aloof Lady Sook, who has remained chaste since her husband’s death nine years earlier. Directed by Lee Le-yon, AZN has the exclusive basic cable premiere of “Untold Scandal.”

For the streaming content, viewers need only to log on to the website and select AZN's streaming function, they will be prompted to select the video content they want. The content is free; they will only be required to answer a research-related question in order to enter. Pre-registered members can automatically view the content, while non-members will be required to enter basic information including a zip code.

While viewing the video content, there will be opportunities for viewers to interact with both the advertising and actual content. Via visual triggers, the viewer can pause the video payout and request more information, vote on the outcome of the storyline, purchase merchandise featured in the video, watch a long-form ad and much more. The site will also offer a "Send to a Friend" feature that allows the viewer to send a program or an ad to a friend.

AZN is also planning future enhancements to the portal, including providing the ability for viewers to upload their own videos as part of the network's strategy to provide an outlet for Asian American talent.

About AZN Television

AZN Television is the network for Asian America. A wholly-owned company of Comcast Corporation, The channel's programming targets the fast-growing, affluent and multi-generational Asian American community, as well as a broader American audience interested in the Asian experience. Genres include the most popular Asian films, dramas, documentaries, anime, and news, as well as original programming. Programming on AZN is either in English or subtitled in English. For more information, visit azntv.com

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