

THE NEW YORK TELEVISION FESTIVAL AND ABC ANNOUNCE “PUSHING DAISIES” PREMIERE SCREENING EVENT

The highly anticipated ABC drama will take center stage at an exclusive red-carpet celebration at third annual indie TV fest

[NEW YORK, NY, Aug. 16, 2007] – The New York Television Festival (NYTVF) joined with Premiere Network Sponsor ABC today to announce a special event introducing the new hour-long drama, “Pushing Daisies.” On Saturday, September 6th at New World Stages in Midtown Manhattan, Festival audiences will experience an advance screening of the acclaimed pilot followed by a reception honoring the cast and creators. The exclusive screening event is a part of the NYTVF’s second annual “Premiere Week” screening series. Now entering its second year, this series offers attendees a sneak peek at the most anticipated network shows of the new TV season.

“The NYTVF seeks to celebrate innovative new programming with a unique vision, and ‘Pushing Daisies’ is a prime example,” said NYTVF founder Terence Gray. “There are few shows that have garnered as much buzz going into the new fall season, and we are thrilled to introduce this amazing new series to New York audiences.”

“Giving New York TV fans, industry veterans and critics the chance to see ‘Pushing Daisies’ prior to the premiere on ABC is a fantastic opportunity for the audience and the attendees of the New York TV Festival,” said Michael Benson, executive vice president, marketing, ABC Entertainment. “Events like this help us generate significant word of mouth around a series, and when you have the quality of ‘Pushing Daisies’ we believe this screening will add another dimension to our marketing strategy and help us drive audiences to the premiere on the network,” added Marla Provencio, executive vice president, ABC Entertainment.

“Pushing Daisies” premieres Wednesday, October 3rd at 8:00 p.m. ET on ABC Television Network. The series is a love story about a young man with a very special gift...the ability to return someone dead briefly back to life with just a simple touch. Starring Lee Pace, Anna Friel, Chi McBride, Ellen Greene, Swoosie Kurtz and Kristin Chenoweth, the series was created by Bryan Fuller (“Heroes,” “Wonderfalls,” “Dead Like Me”) and directed by Barry Sonnenfeld (“Men In Black,” “Get Shorty,” “The Addams Family”).

The red-carpet screening will be followed by a brief talkback featuring Bryan Fuller, Barry Sonnenfeld and members of the cast. The event will conclude with an exclusive reception honoring the creators and cast of the series and featuring other prominent members of the ABC television family.

The “Pushing Daisies” screening event is free and open to the public, space permitting. All-Access Passes and Industry Packages to the New York Television Festival are also currently on sale. To order tickets or passes, visit nytvf.com and click on “Box Office.”

The NYTVF debuted in 2005 as the industry’s first showcase for independent television. Recent pilots that premiered at the Festival and have been sold to major networks include the

scripted comedy “Split the Difference” to NBC Universal Television Studios and the improv comedy pilot “Criss-Cross” to A&E Television Networks. Additionally, the reality series “Off the Hook” was purchased and developed as a series by Versus.

The NYTVF is supported by Signature Sponsors MSN, Xbox and Procter & Gamble Productions. TV Guide and the William Morris Agency are Official Supporting Sponsors. Official Network Sponsors for the 2007 NYTVF include NBC Universal, FOX, ABC, A&E, Bravo and E!. The NYTVF works in conjunction with the Mayor’s Office of New York City.

For more information on the NYTVF, please visit www.newyorktelevisionfestival.com.

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About the New York Television Festival

The NYTVF was founded in 2005 as the industry’s first recognized independent television festival, providing a platform to elevate the work of artists creating for the small screen. Held annually each fall in New York City, the birthplace of modern television, the Festival unites artists, executives, industry figures, and fans together in one forum to celebrate the medium and to help shape its future. Along with the Independent Pilot Competition, the Festival features panel discussions, network premiere screenings, and other special events designed to honor television as an institution and as an art form.

About Pushing Daisies

From Bryan Fuller (“Heroes”) and Barry Sonnenfeld (“Men in Black”) comes an unprecedented blend of romance, crime procedural and high-concept fantasy in a forensic fairytale about a young man with a very special gift. Once upon a time, a mild-mannered boy named Ned realized he could touch dead things and bring them back to life. Grown-up Ned puts his ability to good use, not only touching dead fruit and making it ripe with everlasting flavor, but working with an investigator to crack murder cases by asking the deceased to name their killers. But the tale gets complicated, as all tales do, when Ned brings his childhood sweetheart, Chuck, back from the dead and keeps her alive. Chuck encourages him to use his power to help others, instead of merely solving mysteries and collecting the rewards. Life would be perfect for Ned and Chuck, except for one cruel twist: If he ever touches her again, she’ll go back to being dead, this time for good.

Golden Globe nominee Lee Pace (“The Good Shepherd,” “Soldier’s Girl”), Anna Friel (“Goal” film series, “Rogue Trader”), Chi McBride (“The Nine,” “Boston Public”), Tony nominee Ellen Greene (“Little Shop of Horrors”), Emmy and Tony winner Swoosie Kurtz (“Huff,” “Sisters”) and Tony winner Kristin Chenoweth (“The West Wing”) star in the visually stunning series from the Jinks/Cohen Company, in association with Warner Bros. Television. Tony winner Jim Dale, reader of the “Harry Potter” series of audio books, is the narrator.

In addition to Fuller and Sonnenfeld, Dan Jinks & Bruce Cohen (Academy Award-winning producers of “American Beauty”) and Brooke Kennedy (“Numb3rs”) serve as executive producers.