

**THE NEW YORK TELEVISION FESTIVAL AND PROCTER &
GAMBLE PRODUCTIONS ANNOUNCE WINNERS OF
PGP-NYTVF COMEDY TALENT SEARCH**

Three sketch groups from across the nation will form the inaugural “Procter & Gamble Productions Players” sketch comedy troupe at annual indie TV fest

[NEW YORK, NY, Aug. 20, 2007] – The New York Television Festival (NYTVF) joined with Procter & Gamble Productions (PGP) today to announce the winners of the PGP-NYTVF Comedy Talent Search. The three winning groups, representing three different regions of the U.S., will be showcased at the 2007 NYTVF, which runs from Wednesday, September 5th through Sunday, September 9th. The members of the three groups will be combined to form a new sketch group, “The Procter & Gamble Productions Players,” which will perform a live show of new material on Thursday, September 6th.

“There is a tremendous amount of talent out there just waiting to be discovered,” said NYTVF founder Terence Gray. “The NYTVF is proud to turn a spotlight on emerging writers and performers and help them break into the next level.”

“The response to the PGP-NYTVF Comedy Talent search was overwhelming,” said Brian T. Cahill, Senior VP, Managing Director of TeleVest Daytime Programs, Inc., which manages production of soap operas, the People’s Choice Awards, and other television and new media content for PGP. “PGP is pleased to extend this opportunity to three such talented groups and looks forward to developing an exciting entertainment program for the Festival.”

As part of the search, the U.S. was divided into three regions, Eastern, Central, and Western. Sketches had to be between two and four minutes in length and feature a minimum of two and a maximum of five performers to be eligible. The winners in each region are as follows:

REGION – Eastern
CITY – Washington, DC
SKETCH GROUP – Kevin_B_Good
SKETCH NAME – “David Beckham in LA”

REGION – Central
CITY – Chicago, IL
SKETCH GROUP – The Cool Table
SKETCH NAME – “Trying New Things”

REGION – Western
CITY – Los Angeles, CA
SKETCH GROUP – 25th Century Heroes
SKETCH NAME – “The Commute”

All entries to the contest, including the winning entries, are available to view online by visiting soapbox.msn.com and clicking the “NYTVF” tab on the top navigation menu.

Members of the winning teams are invited to attend the 2007 New York Television Festival. There, they will be introduced and given forty-eight hours to create original sketches for a live performance for Festival audiences and comedy fans. The performance will be held at Comix Comedy Club in Downtown Manhattan on Thursday, September 6th at 10:30 PM. The writing, casting, and rehearsal of the new sketches will be recorded along with backstage interviews with individual members. This material, paired with footage from the live performance, will be combined to create a new television pilot produced by the NYTVF and PGP that will be showcased to the network partners of the Festival. The live performance will also be available for public viewing on MSN after the Festival at tv.msn.com/NYTVF.

All Access Passes and Industry Packages for the NYTVF are currently on sale at the Festival Web site. To order, visit nytvf.com and click on "Box Office." Free tickets to the live event at Comix can be obtained over the NYTVF Web site or at the door prior to the performance.

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 the Versus network.

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.

Contact: Press inquiries may be sent to Eben Russell at: eben@nytvf.com.

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 Procter & Gamble Productions, Inc.

Incorporated in 1949, PGP is America's foremost producer of high-quality serial programming. Its mission is to produce or acquire compelling, educational, platform-neutral content of superior quality that creates value for the consumer and for PGP. PGP focuses on creating relevant content for marketers and brands to communicate and build relationships with consumers. PGP is an official sponsor of the 2007 NYTVF.