

THE NEW YORK TELEVISION FESTIVAL AND FOX ANNOUNCE PREMIERE SCREENING OF “NEW AMSTERDAM”

TV fest’s second annual “Premiere Week” screening series kicks off with an exclusive event featuring the cast and creators of the new FOX drama

[NEW YORK, NY, Aug. 22, 2007] – The New York Television Festival (NYTVF) joined with Premiere Network Sponsor FOX today to announce a special sneak-preview event featuring the new hour-long drama, “New Amsterdam.” Scheduled for 8 PM on Thursday, September 6th at New World Stages in Midtown Manhattan, the event will launch the NYTVF’s second annual Premiere Week screening series. Now entering its second year, this series offers press and festival audiences a first look at the most anticipated network shows of the new TV season.

“We are thrilled to kick off Premiere Week with a terrific New York production like ‘New Amsterdam,’” said NYTVF founder Terence Gray. “The NYTVF provides an ideal platform for introducing New Yorkers to a well-crafted new series that we hope will encourage others to utilize the City as an integral part of their productions.”

Currently slated to debut in midseason, “New Amsterdam” is a New York-based production centering on the brilliant and enigmatic homicide detective JOHN AMSTERDAM (Nikolaj Coster-Waldau), who was granted immortality after he saved the life of a Native American girl in 1642. The only way for Amsterdam to become mortal again is to find true love. Now, almost 400 years later, he uses unorthodox techniques and unique knowledge gained from his vast life experience to solve crimes with his vibrant, strong-willed partner EVA MARQUEZ (Zuleikha Robinson). Only OMAR (Stephen Henderson), the sage jazz club owner, knows John’s true identity and his secret. While in pursuit of a suspect, John suffers what appears to be a massive heart attack and DR. SARA DILLANE (Alexie Gilmore) pronounces him dead in the ER. Amsterdam now realizes that the prophesy may have come true and his soul mate must have been nearby.

The premiere episode is directed by visionary Lasse Hallström (“Chocolat,” “The Cider House Rules,” “The Hoax”) and executive-produced by Hallström and Leslie Holleran (“Chocolat,” “The Cider House Rules,” “The Hoax”). From executive producers David Manson (“Saved,” “Thief,” “Nothing Sacred”), Allan Loeb (“Things Lost in the Fire,” “21”) and Steven Pearl (“Untraceable”), this intriguing series invites viewers to explore the enduring mysteries of life, death and true love. The series is produced by Regency Television Productions, Inc.

After the premiere screening, the creators and stars of “New Amsterdam” will be on hand for a brief discussion about the show’s creation and production.

Tickets, All-Access Passes and Industry Packages granting admission to this event are available on the Festival Web site. To order, visit nytvf.com and click on “Box Office.” The 2007 NYTVF opens on Wednesday, September 5th and runs through Sunday, September 9th.

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.