

NYTVF 2007

THE NEW YORK TELEVISION FESTIVAL ANNOUNCES WINNERS OF THIRD ANNUAL INDEPENDENT PILOT COMPETITION

Reality pilot “The Gauntlet” receives \$10,000 development deal for winning MSN Artistic Achievement Award; “Dear Harvard” wins TV Guide Audience Award

[NEW YORK, NY, Sept. 9, 2007] – The New York Television Festival (NYTVF) today announced the winners in the Festival’s third annual Independent Pilot Competition. The winners were announced Sunday evening at the NYTVF Closing Night Awards Ceremony, held at New World Stages in Midtown Manhattan. Representatives from key Festival sponsors were on-hand to present the MSN Artistic Achievement Award and the TV Guide Audience Award. In addition, the Festival announced genre and individual performance winners in the Independent Pilot Competition. The third annual NYTVF launched on September 5th and ran through September 9th.

“We congratulate all pilot-makers featured at the 2007 NYTVF,” said NYTVF Founder Terence Gray. “The Festival strives to create opportunities for talented people in television, and we are proud to join with our sponsors to establish a platform helping independent television artists take their careers to the next level.”

“MSN is an enthusiastic supporter of the work of the New York Television Festival,” said Reed Price, editor-in-chief of Entertainment and Video. “For the past two years we’ve been proud to partner with the festival to give independent producers an opportunity to display their ideas - and this year the caliber of the talent was particularly impressive.”

The 2007 Independent Pilot Competition featured 28 programs in a wide variety of television genres. The nonscripted pilot “The Gauntlet” was named the winner of MSN’s second annual Artistic Achievement Award. As part of this distinction, the creator of the pilot receives a development deal with MSN, including a \$10,000 cash prize to fund a new project and a meeting with development executives from MSN Originals. “The Gauntlet” is a unique reality show in which people with unusual jobs settle workplace rivalries in head-to-head competitions for cash and bragging rights. The pilot is created, produced, and directed by Scott Patterson of Brooklyn, New York.

Voted by popular choice at Festival screenings, the 2007 TV Guide Audience Award was presented to the pilot “Dear Harvard.” This teen drama follows the story of a young girl from the Upper East Side of New York City as she attempts to navigate the complex world of her elite all-girls high school. The comedy pilot “Split the Difference,” winner of the 2006 TV Guide Audience Award, was purchased for development by NBC Universal Television Studios. The winner of the 2005 Audience Award, a fishing reality series titled “Off the Hook,” aired as a series on Versus in 2006.

“We are thrilled to be part of the festival for the third year and especially honored to present the TV Guide Audience Award,” said Kirsten Haack, Director of Marketing Partnerships, TV Guide. “TV Guide encourages millions of fans every week to share the opinions on their favorite shows and help us celebrate the best television content. It would only make sense for us to participate in tonight’s celebration by presenting this unique and special award -- chosen by the viewers.”

Several pilots and pilot-makers in competition received “NYTVF Awards” in the following categories:

Best Comedy Pilot: “Apartment 413”

Executive Producers: Tamra Malaga, Josh Cohen and Tony Colon

Best Drama Pilot: “Dear Harvard”
Executive Producer: Anne Jarmain

Best Nonscripted Pilot: “The Gauntlet”
Executive Producer: Scott Patterson

Best Writing: Jack Piccone
“The Agency”

Best Directing: Grant Weiss and John Paul White
“Sacrifice”

Best Actor: Ali Farahnakian
“Video Shmideo”

Best Actress: Ella Rae Peck
“Dear Harvard”

Full descriptions of all pilots are available on the online schedule at nytvf.com. Full-length pilots will be available for public viewing later this week on MSN Video at www.tv.msn.com/NYTVF.

Later this week, the NYTVF will announce the recipients of the NYTVF Fellowships. Launched in 2007, the NYTVF Fellowship Program matches promising up-and-coming TV artists with some of the best-known names in television. Prominent TV writers and producers have hand-selected the most talented pilot-makers in the NYTVF’s Independent Pilot Competition and will act as mentors on their next TV project. The four mentors participating in the inaugural NYTVF Fellowship Program are Michael Davies (Executive Producer, “Who Wants To Be a Millionaire”), Tom Fontana (Executive Producer, “Oz” and “Homicide”), Mitchell Hurwitz (Creator and Executive Producer, “Arrested Development”) and Phil Rosenthal (Executive Producer, “Everybody Loves Raymond”).

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.