

**FOX BROADCASTING COMPANY,
PROCTER & GAMBLE PRODUCTIONS
AND THE NEW YORK TELEVISION FESTIVAL
TEAM UP FOR THE SECOND ANNUAL
“FOX-NYTVF COMEDY SCRIPT CONTEST”**

***Aspiring TV writers again have a chance to win
\$25,000 and a development deal with FOX.***

***This year, the winning script has the opportunity to be further developed
and produced for FOX by contest partner Procter & Gamble Productions.***

[NEW YORK, NY, APR. 22, 2009] – Fox Broadcasting Company (FOX) and Procter & Gamble Productions (PGP) have partnered with the New York Television Festival (NYTVF) today to announce the second annual FOX-NYTVF Comedy Script Contest. The contest once again invites aspiring television writers to enter their scripts for original half-hour comedy TV pilots for the opportunity to win \$25,000 and a development deal with FOX. The winning script will automatically receive consideration to be produced by Procter & Gamble Productions. Scripts must present an original idea for a potential half-hour comedy series. Opening date for script submissions is June 1, 2009.

“A major goal of the New York Television Festival has always been to provide opportunities for new and talented voices to be heard by the TV industry, and this year’s Comedy Script Contest is a revolutionary step toward that goal,” said NYTVF founder Terence Gray. “We are honored to be working with innovators such as FOX and Procter & Gamble Productions on a project that continues to represent an exciting and unprecedented alternative to the existing network television development model.”

“FOX has been a proud supporter of the NYTVF for five years running,” said Kevin Reilly, President of Entertainment for the network. “This contest, now in its second year, is a marker of our commitment to reaching beyond traditional avenues to discover new voices and to shake up the comedy development process. In fact, we are currently in pre-production on a pilot to be produced by Ben Stiller and written by Kevin Napier, a NYTVF Fellowship recipient.”

“Now in our third year as a Signature Sponsor, we are proud to continue our support of the NYTVF,” said Brian T. Cahill, Senior VP, Managing Director of TeleNext Media, Inc., which manages production of soap operas and other television and new media content for PGP. “Building on our relationship with the NYTVF, we’re thrilled to be able to partner with FOX on a project that incorporates both the production and the distribution of a new comedy series.”

The script contest is open to US Residents age 18 and over who do not have any contractual commitments preventing them from entering into an exclusive development deal with FOX. All scripts not currently under development at a network, studio, or major production company and meeting all other criteria in the Official Rules located at http://nytvf.com/2009_scripts_info.htm are eligible for the competition. Scripts must be between 25 and 35 pages in a proper screenwriting format to be eligible.

Writers can enter by submitting a copy of their script online to the New York Television Festival. Scripts must be saved in a PDF file format and uploaded to the official contest Web site located at http://nytvf.com/2009_scripts_contest.htm. The NYTVF will begin accepting uploaded scripts on June 1, 2009 at 12:00 PM Eastern. The deadline for submissions is June 15, 2009 at 12:00 PM Eastern, or when 1,500 submissions are received, whichever comes first.

A screening committee of NYTVF officials will narrow the pool of entrants down to 25 finalists. These finalists will be presented to FOX and PGP development executives. One winner will be selected by FOX, and he/she will receive \$25,000 and a development deal with the network. At this point, PGP and FOX executives may elect to further develop and/or produce the winning script. Additionally, FOX may elect to enter into development agreements with the remaining finalists.

The NYTVF debuted in 2005 as the industry's first showcase for independent television. The fifth annual NYTVF will be held in Midtown Manhattan September 21-26, 2009.

The 2008 NYTVF was supported by sponsors such as Procter & Gamble Productions, MSN, People's Choice, the Hollywood Reporter and the William Morris Agency. Official Network Sponsors for the 2008 NYTVF included FOX, NBC Universal, ABC, CBS, HBO, A&E, Bravo, the Rainbow Networks, MTV Networks, truTV, Lifetime, and E!. The NYTVF works in conjunction with the Mayor's Office of New York City.

For more information, 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 Procter & Gamble Productions

Incorporated in 1949 as division of The Procter & Gamble Company [NYSE: PG], PGP creates relationships between consumers and brands through engaging content that is compelling, educational, and platform-neutral. PGP has a history of developing original content that engages consumers through storytelling using the latest technologies--which began in the 1930s when the company created soap operas on the radio, and evolved into television, award shows, television specials, movies of the week, sitcoms, and most recently into digital content that is relevant to the media habits and passion points of today's consumers. Current PGP properties include soap operas *As The World Turns* and *Guiding Light*, *The People's Choice Awards*, *Gillette World Sport*, and original content websites such as Petside.com.

About Fox Broadcasting Company

Fox Broadcasting Company (FOX) is a unit of News Corporation. FOX finished the 2007-2008 season as the No. 1 network for the fourth consecutive year among Adult 18-49 viewers, while continuing to dominate all network competition in the more targeted Adults 18-34 and Teen demographics. Additionally, FOX won the seasonal crown among all viewers for the first time in the network's 21-year history. FOX airs 15 hours of primetime programming a week as well as late-night entertainment programming, major sports and Sunday morning news.