



For Immediate Release

HAL ROSENBERG PROMOTED TO EVP CONTENT DISTRIBUTION & AFFILIATE MARKETING AT UP

ATLANTA – May 5, 2015 – UP'S President and CEO Charley Humbarð announced today that Hal Rosenberg has been promoted to executive vice president content distribution and affiliate marketing, a new position at the company. He had served as senior vice president, affiliate sales since joining UP in June 2013 and will continue to report to Humbarð.

In his new position, Rosenberg's affiliate sales and marketing responsibilities will be expanded to include program sales, distribution of UP's SVOD gMovies service, and development of the network's strategy and rapidly emerging areas of alternative distribution including OTT.

"Hal has built an excellent team and together they are helping UP to grow its business in a changing and opportunity-laden, distribution landscape," Humbarð said. "He is a great representative of UP in so many ways-- through his work ethic, commitment to family, leadership skills and desire to compete and win."

Before joining UP, he served in advisory roles to a number of media companies, including AMC Networks and The Documentary Channel, and LiveMagic, a Silicon Valley based mobile media company.

Rosenberg is the former senior vice president, affiliate sales and marketing for CSTV (known today as CBS Sports Network) and senior vice president, affiliate sales for Scripps Networks Interactive, where he ran the affiliate sales organization responsible for the distribution of HGTV, Food Network, GAC, DIY and Fine Living. Prior to Scripps, Rosenberg spent 19 years in a number of key roles at Showtime Networks, including vice president/general manager, account vice president, regional director and national sales manager special markets, among others.

Rosenberg is involved in the American Cancer Society, The Boys and Girls Club of America and SunriseWALKS. He holds a bachelor's degree in journalism from Long Island University and a master's in telecommunication from Michigan State University.

About UP

UP is television's trusted entertainment brand dedicated to providing viewers with "feel good TV for you and your family." UP uplifts viewers every day with premiere movies, original reality, dramatic and comedy series filled with compelling stories and characters with *character*. In keeping with its brand promise, UP's pro-social initiative, "Uplift Someone," inspires people to do simple, everyday acts of kindness. UP can be seen in 70 million homes on cable systems and satellite providers across the United States. Based in Atlanta, UP is a division of UP Entertainment, LLC which also operates gMovies, the first faith-friendly streaming movie service and provides sales and operations services to the ASPIRE network.

Follow UP on the Web at www.UPtv.com, on Facebook at <https://www.facebook.com/UPtv>, Twitter on [@UPtv](https://twitter.com/UPtv) and Instagram at UP_TV.

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