



PRESS RELEASE
10th September 2008

**The first TV channel with a Passion for the Planet
launches**

A new TV channel dedicated to our health, our environment and our personal development will launch on Wednesday 10th September.

It's part of the Passion for the Planet group. The company started six years ago when it launched the UK's first mainstream radio stations dedicated to providing solutions to help us all live greener and healthier lives (long before it was trendy to be eco-friendly!) 90,000 people tune in each week via DAB (Digital Audio Broadcasting) and the Internet at www.passionfortheplanet.com.

"The radio station has proved incredibly popular and people keep saying they'd love to see something similar on TV as well – so it's the logical next step," said Passion's Managing Director and co-founder Chantal Cooke.

Passion for the Planet TV is available on televisions via the PlayTV UK internet protocol television (IPTV) set-top box service in the UK; online via the PlayTV UK virtual set-top box; and via the Internet at www.passionfortheplanet.com.

"Our aim is to help as many people as possible live a life that is rich, fulfilling and healthy AND kind to the planet. At the moment we are in danger of destroying the very thing that gives us life. I believe it's possible to have a high quality of life and be sustainable at the same time, and Passion aims to help people do just that by providing them with expert information on the radio, as podcasts and now on the TV as well," explained Chantal.

Passion for the Planet TV is being launched at a party to celebrate Passion for the Planet's 6th Birthday on 10th September 2008.

Guests at the party, to be held at Chak89, will enjoy a vegetarian curry meal, a chance to try out the new Electric Motorbikes from Vectrix, hear The Keitels play live, and for fun can have their tarot cards read by intuitive card reader Cilla Conway, plus Supernature will be filming the event for future broadcast on Passion for the Planet TV.

In addition Passion will be donating a six week radio advertising campaign to charity. Guests at the party can nominate their favourite charity and the winner will be announced on the night.

Passion for the Planet TV is an on-demand service so viewers can pick what they want to watch when they want to watch it. New films are being added each week.

"We're looking for films that are high quality, with top-notch production values and have a true Passion for the Planet," said Passion's Programme Director and co-founder Kenny Stevens. "Passion for the Planet is about intriguing and inspiring people while entertaining them, so just like the radio station the TV channel will contain a mix of light and shade; from a look at the people who make a living on the rubbish dumps in Mexico to green technologies that could save the planet to healthy eating recipes. No preaching and no knitting your own muesli – just great films to enrich your life."

Passion for the Planet TV launches with a variety of on-demand films including;

Scavengers – directed by Janine Finlay.

Fifteen thousand scavengers "scrape" together a living from "scrape" on the Xochiaca dump in Mexico City. Strictly controlled by "leaders" one man has managed to penetrate this off limits subculture – Father Roberto 'Guevara' Rubid. A second journey to the city of eternal spring Cuernavaca, just outside Mexico City, reveals happier families who live and work together on the local rubbish dump.

The Element Partnership (a non-profit production company);

- a) Tina and Ifie drive each other mad, but they're together in a life-or-death fight against the devastating effects of Nigeria's oil industry.
- b) Madan moved to India because he'd 'heard the drugs were great'. Post-rehab', he demands drugs for others: vital antiretrovirals for India's HIV+ population.
- c) Emmanuel Jal was using AK47s by the time he was eight. Once a child soldier in Sudan, now he's an internationally acclaimed performer using his music to combat poverty and promote disarmament.

Total Raw Food, Jessica Fenton

Raw Chocolate Brownies; Being healthy and kind to your body and the planet doesn't mean giving up the good things in life. Raw Food Coach Jessica Fenton from Total Raw Food shows how quick and easy it is to make mouth-watering raw chocolate brownies.

Ultra Green Films – directed by Robert Sidaway

A look at an innovative and exciting range of new green technologies that could change the way we live forever.

To view Passion for the Planet TV visit:

<http://www.passionfortheplanet.com>

Notes to editors:

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Passion for the Planet TV launches on 10th September 2008 and is available via PLAY TV set-top boxes and the Internet at www.passionfortheplanet.com

Passion for the Planet radio launched in 2002 and broadcasts on DAB in London, Essex, Peterborough, Bristol/Bath, Devon and Dorset. The radio station is also available via the Internet at www.passionfortheplanet.com. The station reaches 90,000 listeners each week.

Passion for the Planet has received awards recognising its environmental credentials; in 2004 the station was given a British Environment and Media Award (BEMA), in 2006 it was recognised as part of the Green Guardian Awards and in 2007 co-founder Chantal Cooke was commended in the Triodos Bank Women in Ethical Business Awards.

About Global Digital Broadcast:

Established in 2005 and headquartered in Brighton, East Sussex, GDBTV provides technical services in order to enable internet protocol television (IPTV) to be delivered by broadcasters around the world, to viewers around the world. It is the first to develop and implement such a comprehensive, end-to-end, IPTV application, including the G-Studio middleware and a hybrid set-top box (STB).

GDBTV maintains and operates IPTV networks in America (SuncasTV); EMEA (Via America); the UK (PlayTV UK); Russia (MaksTV); the Philippines (IPQube); Sweden (100 Plus); and can deliver to 86 countries worldwide. GDBTV has existing clients in over 30 countries and territory IP-STB re-sellers positioned in Germany, Sweden, Chicago, L.A., China and Canada. For further information on Global Digital Broadcast and IPTV, please visit <http://www.gdbtv.com>

About PlayTV UK:

PlayTV UK is a British broadcast network which has incorporated high-definition and digital technologies, in order to provide a triple-play package including IPTV, telephone and broadband services. Powered by the Global Digital Broadcast IPTV network, PlayTV UK offers free to view channels and a number of packages including Play Entertainment and Family, Play Movies, the international and foreign language channel package, Play World and the largest selection of sports programming through Play Setanta and Play Sports. Channels include major broadcasters such as Paramount, Discovery, MTV, VH1, Disney, TCM, et al. For further information on PlayTV UK, to view the full EPG and/or to order the service, please visit <http://www.playtvuk.com>

Scavengers:

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Element:

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