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SNAIL MAIL

Alaska HDTV
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Alaska HDTV now seen by 4.2 million monthly

Alaska HDTV content is now seen in 130 Fred Meyer stores across the Pacific Northwest

Anchorage, AK (July 15, 2008) - Perfect Blend Media, LLC today announces the arrival of Alaska HDTV content in Fred Meyer stores around the USA.

In a collaborative effort with Retail Entertainment Design (RED), Alaska HDTV is now showing two videos approximately every 30 minutes in all of the Fred Meyer electronic departments nationwide. Fred Meyer TV monitors reach more than 4.2 million viewers every month. RED delivers digital video content in HD (high definition) to all of the Fred Meyer stores as well as several other retail operations in North America.

By expanding the Alaska HDTV brand to digital out-of-home markets, we are targeting a new audience and attracting new sponsors to support the Alaska experience both at home and in the store. Our goal is to provide attractive content to promote high definition television sales for Fred Meyer and provide a new delivery of product and branding messages for Alaska HDTV sponsors/advertisers who will benefit from in-store sales.

About Alaska HDTV

Alaska HDTV is product of Perfect Blend Media, LLC an Alaska company based in Anchorage, Alaska.

Alaska HDTV is a series of shows produced in high definition - dedicated to sharing the Alaska experience with a global audience. Our approach is to extend a real life experience for the viewer - allowing them to connect with the host, the location and the adventure. Alaska HDTV averages 100,000+ show downloads per month with a consistently growing subscriber base. Alaska HDTV is syndicated through major online venues such as iTunes, Mevio and direct RSS feeds.

Perfect Blend Media, LLC is a boutique production company specialized in creating mixed media productions that reach the correct audience with the right message at the right time - in the right place. We use a blend of new media applications including podcasts and social media with a dash of traditional media tactics such as TV, DVD and out of home marketing.

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