

FOR IMMEDIATE RELEASE

Livestream Announces Partnership with The Paley Center for Media for PaleyFest 2012

NEW YORK, NY – 2/24/2012 — The Paley Center for Media today announced Livestream is a partner for PaleyFest 2012. As part of the agreement with PaleyFest, Livestream will provide live streaming of all PaleyFest 2012 panels as they unfold from the Saban Theater in Beverly Hills.

“For the first time television fans outside Southern California can join in on all of the excitement of PaleyFest. At its heart, PaleyFest is about the communal experience of television, and the unique relationship between TV audiences and their favorite series,” said Pat Mitchell, President and CEO of the PaleyCenter for Media. “With unique new ways to access every facet of thePaleyFest experience, including our new website, paleyfest.org, our live online auction, on demand PaleyFest full programs and exclusive clips on Hulu, our viewing parties in New York, and now, live broadcast of each event on Livestream, we are excited to welcome countless more TV fans into our PaleyFest community.” Fans can access the live broadcast of PaleyFestfull program exclusively on <http://new.livestream.com/paleycenter>.

Max Haot, CEO of Livestream said: “We’re incredibly excited that Livestream can further help the PaleyFest’s mission of connecting fans to their favorite television series. With our newest experience combining live streaming coverage with real-time photos and text updates we will be able to provide fans with an immersive live event experience they’ve never had before.”

In addition, fans can also participate in the exclusive online auction and access the exclusive Paley app. The auction includes a number of unique experiences and one-of-a kind items from PaleyFest 2012 shows and those from prior years. For more information about the auction or app please go to www.paleyfest.org and to view the livestream go to: <http://new.livestream.com/paleycenter>

PaleyFest 2012 opens Friday, March 2 and runs through Wednesday, March 14, and here is the schedule of panels:

Friday, March 2 – “American Horror Story”

Saturday, March 3 – “Community” (*live stream will be shown at the Paley Center in New York at 10pm (ET) for fans!)

Sunday, March 4 – “Once Upon a Time”

Monday, March 5 – “New Girl”

Tuesday, March 6 – “The Office”

Wednesday, March 7 – “Sons of Anarchy”

Thursday, March 8 – “Bones”

Friday, March 9 – “Castle” (*live stream will be shown at the Paley Center in New York at 10pm (ET) for fans!)

Saturday, March 10 – “Vampire Diaries”

Sunday, March 11 – “Revenge”

Monday, March 12 – “Two and a Half Men”

Tuesday, March 13 – “Mad Men”

Wednesday, March 14 – “Modern Family”

PaleyFest has become a destination event for the worldwide community of television fans who gather each year to connect with the stars and creators of their favorite series during interactive panel sessions and premiere screenings. The Festival underscores The Paley Center for Media’s ongoing commitment to increase the public’s understanding of media and its growing significance in our lives through its various public and industry programs, exhibitions and media preservation initiatives.

The Festival’s new website www.paleyfest.org serves as the official destination for ongoing PaleyFest announcements, exclusive content including photos and video clips from festival events both current and classic, festival merchandise, and

ticket sales. Follow @paleycenter on Twitter for immediate announcements and live tweeting of the evenings.

Individual event tickets are on sale. Premium Festival Passes and Premium Packages, including tickets to multiple events are currently on sale via the festival's official website www.paleyfest.org and via its ticket provider www.ticketweb.com.

The PaleyFest Program can be found at <http://new.livestream.com/paleycenter>. Fans are encouraged to follow the Paley Center on Livestream to be notified when the events are live and join the PaleyFest community on-line.

PaleyFest is generously underwritten by the William S. Paley Foundation. PaleyFest 2012 sponsors include Hulu as Signature Sponsor and Netflix as an Evening Sponsor. PaleyFest is also grateful for the continued support of its partners; Los Angeles Times, which serves as Platinum Media Partner; TV Guide Magazine, LA Weekly, KROQ, which serve as Media Partners; and American Airlines, Travel Partner.

About Livestream:

Livestream (Livestream.com) is the market leader for live event coverage. With simple to use technology, our service allows anyone to broadcast live to the web, as well as being the top destination for live content from around the world. Our content partners include Facebook, The New York Times, ABC News, CBS News, Associated Press, HBO, AT&T, PepsiCo, Electronic Arts, Adidas, The Academy Awards, Warner Bros. Records, Paramount Pictures. Livestream operates with over 120 full-time staff members in 5 offices—in New York, Los Angeles, Bangalore, Sao Paolo, and the Ukraine. The service is available for free (advertising-supported) or as a feature-rich, monetizable, premium subscription for business. The new.livestream.com is an innovative new platform, available in beta, that combines live event coverage with real-time photos, text, and video clip updates posted using web browsers or mobile devices. The technology supports live blogging, live and on-demand HD video powered by Akamai HDNet, and real-time posting tools.

About The Paley Center for Media:

The Paley Center for Media, with locations in New York and Los Angeles, leads the discussion about the cultural, creative, and social significance of television, radio, and emerging platforms for the professional community and media-interested public. For more information, please visit www.paleycenter.org

For more information about The New Livestream, please contact Jessica Kantor at Jessica@livestream.com or +1.917.405.7060 or press@livestream.com

Press Contact:

The Lippin Group/LA
Pam Golum, pgolum@lippingroup.com
Megan Levy, mlevy@lippingroup.com

Livestream
Jessica Kantor - Head of Marketing and Content - jessica@livestream.com