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Ventura Broadcasting Company

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BUZZR CHANNEL LAUNCHED ON KVBC 13.7 TODAY

FOR IMMEDIATE RELEASE:

FRESNO, CA – June 8, 2015 – Ventura Broadcasting Company (VBC) is pleased to announce the launch of BUZZR, an all-new classic game show television network.

“While BUZZR is not yet a household name, our viewers will surely be familiar with the great classic game shows on the Buzzr Channel, like What’s My Line and Family Feud. Many of our viewers not only remember the show hosts, but fondly remember the celebrity contestants that appeared on those shows.” stated Mark Shirin, President of VBC who concluded by saying, “We are so elated and privileged to have been selected by the network to be their Central Valley affiliate, especially when you consider we are a relatively new broadcast company and that nationally, Buzzr's other affiliates are much bigger stations with big four affiliations”

Fremantle Media North America has unlocked the vault on six decades of the most exciting vintage game shows, which will air on the new digital multicast network, BUZZR, which can be seen locally on digital channel KVBC 13.7.

For the first time since 1963, the original pilot episode of Let’s Make A Deal hosted by the legendary Monty Hall aired during primetime on June 1, 2015 as the network kicked off its nationwide launch. Serving as a historic cache of the era, viewers watched as contestants won and lost prizes for the first time on the Let’s Make A Deal stage, including a “luxurious” raccoon coat, a 1963 Pontiac Tempest convertible, a toaster oven worth a whopping \$29.95, and four live lambs!



BUZZR is a time capsule – an unending celebration where viewers can play along to some of Fremantle’s vast portfolio of more than 40,000 iconic game show episodes, which will be shown around the clock. Featured titles include Family Feud, where you won’t want to miss the outrageously fun Richard Dawson kissing every female contestant; What’s My Line, featuring cultural icons becoming time-stamped contestants/panelists like a 29 year-old Betty White, and a young Muhammad Ali; as well as famed titles To Tell the Truth, Match Game, Password, Super Password, Beat the Clock, Blockbusters and Card Sharks.

To date, BUZZR has launched in 35% of the country, across FOX O&O markets including 9 out of the top 10 DMAs. The complete list of markets at launch includes:

- WWOR/New York
- KCOP/Los Angeles
- WPWR/Chicago
- WTXF/Philadelphia
- KDFI/Dallas-Ft. Worth
- KTVU/San Francisco-Oakland-San Jose
- WTTG/Washington DC
- WAGA/Atlanta
- KTXH/Houston
- WJBK/Detroit
- WTVT/Tampa-St. Petersburg
- WRBW/Orlando-Daytona Beach
- WMYT/Charlotte
- KTBC/Austin
- KVBC/Fresno-Visalia

Viewers in Central California can now tune in to over 85, free, digital broadcast television channels 24 hours a day, by simply connecting an outdoor antenna to their digital TV or converter box.

VBC CHANNEL LINE-UP AS OF JUNE 2015

KGMC 43.6	KVHF 4 For Men	KVBC 13 Variety	KBID 31 International
43.6 – MeTV	4.1 – VBC TV Guide 4.2 – Tuff TV 4.3 – Untamed Sports 4.4 – REV’N 4.6 – BizTV 4.7 – Launch TV	13.1 – MeTV 13.2 – Heartland 13.3 – Movies! 13.4 – Retro TV 13.5 – Justice Network 13.6 – YouToo America 13.7 – Buzzr 13.8 – Ventura Channel 13.9 – Dr. TV 13.10 – PBJ	31.1 – EuroNews 31.2 – MiCasa 31.3 – Al Mayadeen News 31.4 – Diya TV 31.5 – AMGA TV 31.6 – Armenia 1 31.7 – Noor TV

About Fremantle Media North America

Fremantle Media North America (FMNA) is the U.S. arm of global media giant Fremantle Media, which includes a distribution arm, Fremantle Media International, a digital and branded entertainment division and a kids & family entertainment business. As one of the world’s largest and most successful creators, producers and distributors of TV brands in the world, Fremantle Media’s comprehensive global network has operations in 28 countries, creating over 10,000 hours of programming a year, rolling out more than 45 formats and managing over 350 individual titles. The company also distributes more than 20,000 hours of content in over 200 territories. FMNA and its portfolio of companies, including Original Productions and 495 Productions, produce entertaining and innovative scripted and alternative programs for network, cable, syndicated and online platforms. Their slate includes a diverse range of both critically-acclaimed and award-winning successes including American Idol (FOX), America’s Got Talent (NBC), Family Feud (SYN), Let’s Make A Deal (CBS), The Price Is Right (CBS), The Great Christmas Light Fight (ABC), Deadliest Catch (Discovery), Married to Medicine (Bravo), Party Down South (CMT), Ice Road Truckers (HISTORY), Storage Wars (A&E), The Returned (A&E) and Celebrity Name Game (SYN), among others.

About Ventura Broadcasting Company

Launched in June 2011, Ventura Broadcasting Company (VBC) became the first retailer-owned television broadcasting company in the United States. VBC’s channel lineup features its flagship network, MeTV, which is currently ranked the #1 classic TV network in the country per 2015 Nielsen ratings. MeTV is seen on KGMC 43.6, KVBC 13.1, Xfinity 187, and Northland Cable 2 & 9. Since April 2014, VBC has continuously expanded its broadcast operations to include over twenty additional networks of diverse content appealing to multicultural groups and delivering previously unavailable niche programming to the general public.

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