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**SONY PICTURES TELEVISION'S INTERNATIONAL NETWORKS GROUP
SIGNS ADVERTISING SALES REPRESENTATION AGREEMENT WITH
INTERNET MEDIA SERVICES FOR ITS WEBSITES IN LATIN AMERICA**

MIAMI, FL -- (May 12, 2009) -- Sony Pictures Television's (SPT) international networks group announced today that it has signed an agreement with Internet Media Services, Inc. (IMS) to be its exclusive agent for the sales of advertising on its Latin American networks' websites. SPT's international television networks brands include AXN, Sony Entertainment Television (SET) and ANIMAX. The announcement was made today by Klaudia Bermudez-Key, SPT's senior vice president and general manager, advertising sales, Latin America.

"The websites for our branded television networks provide dynamic, interactive elements that make them engaging digital destinations for our loyal channel viewers and for web visitors who seek great online entertainment," said Bermudez-Key. "Our channels reach an attractive demographic and this agreement with Internet Media Services will give advertisers access to an audience that prefers a richer content experience via the web."

As part of the agreement, IMS will handle all advertising sales for the websites of SPT's television networks in Latin America. SPT's international networks websites were recently re-launched and now include enhancements such as streaming videos, online games and community chat rooms. SPT's international networks group operates 114 channel feeds reaching approximately 400 million households outside the U.S.

"By incorporating Sony Pictures Television's Latin American networks websites to our service of Publishing Representation, we are adding an invaluable asset to our platform," said Gaston Taratuta, IMS Inc CEO. "Their premium content, regional reach and audience will benefit our business and offer greater exposure to our clients. It is truly a privilege for IMS to exclusively represent these premium properties and work with a regional leader like Sony Pictures Television."

About Sony Pictures Television

Sony Pictures Television is one of the television industry's leading content providers. It produces and distributes programming in every genre, including series, telefilms, theatrical releases and family entertainment around the world and for every platform: broadcast and cable television, first-run and off-network syndication and digital distribution. In addition to one of the industry's largest libraries of feature films and television shows, SPT boasts a current program slate that includes the top-rated daytime dramas and game shows, landmark off-network series, original animated series and critically acclaimed primetime dramas, comedies and telefilms. Internationally, SPT is a leader in local language productions around the world, some of which are co-produced with local partners and sells SPE-owned formats in approximately 70 countries. To better serve its clients and partners worldwide, SPT maintains offices throughout the world, including Argentina, Australia, Brazil, Canada, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Korea, Mexico, the

Netherlands, the People's Republic of China, Russia, Singapore, Spain, Venezuela and the United Kingdom. SPT's worldwide television networks portfolio is a key strategy in SPE's long-range commitment to the global marketplace, with 114 channel feeds, which are available in more than 130 countries reaching almost 400 million households worldwide. SPT also creates original content for and manages SPE's premium video website, Crackle. Additionally, SPT is a part owner of cable channel GSN, FEARnet, the premier horror/thriller website and VOD service, and national media sales company ITN Networks, Inc. SPT advertiser sales is one of the premiere national advertising sales companies, handling the commercial inventory in SPT's syndicated series as well as in all of SPE's digital businesses in the United States, for Sony Music Entertainment and for the Tennis Channel. SPT (www.sonypicturestelevision.com) is a Sony Pictures Entertainment company.

About IMS Inc.

IMS is the leading independent digital marketing solutions company in Latin America with expertise in the Brazilian arena. Headquartered in Miami and with satellite offices in Brazil, Buenos Aires, Mexico City and Uruguay, IMS offers clients customized media plans that guarantee broad reach and strong impact in each market. Founded by former UOL directors who began the Miami operation in 1999, IMS has developed a unique understanding of the Latin American interactive field, especially in Brazil. IMS is the exclusive Worldwide representative of Folha Online and Universo Online (UOL) in Brazil and Editorial Perfil in Argentina. In addition, IMS works with more than 300 publishers in Latin America and serves over 160 clients since inception. IMS is also owner of Adnetwork.net, a company dedicated to performance media, it offers global targeting, daily optimization, qualified vertical segmentation and unique traffic. Adnetwork.net optimizes each client's budget reaching quality audience and increasing effectiveness to achieve each campaign's goal. Currently Adnetwork.net accounts for more than 1Billion impressions of inventory and serves to dozens of clients

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