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***People's Choice and the New York Television Festival Invite TV Fans
to Pitch the Next Hit Television Series***

Contest to recognize best idea for new TV spinoff

New York, NY—People's Choice and the New York Television Festival (NYTVF) are challenging television enthusiasts to share their idea for a spin-off of their favorite TV show, past or present. Beginning on July 21 and continuing through August 8, 2008, people can submit their one-minute video pitch at PCAvote.com. The top three videos will be posted on the site and the People's Choice community will vote to determine the winner. Participants can sign up to be a People's Choice community member at PCAvote.com, enabling them to enter.

People's Choice and the NYTVF will present the contest winner with an all-expense paid trip to New York to become the official People's Choice ambassador for the 2008 Festival, which runs from September 12-17. This includes VIP access to red carpets, events and screenings such as last year's hit series, *Pushing Daisies*. Additionally, the person who submits the winning spinoff idea will also receive a private meeting at a major television talent agency in New York to share their pitch.

"Exclusive access to the New York Television Festival epitomizes what People's Choice is able to offer its community members," said Fred Nelson, President of People's Choice. "Entertainment aficionados flock to the festival every year to view the latest trends in the television industry, and this contest puts the winning community member side-by-side with the executives and artists who make it all possible."

"The New York Television Festival is thrilled to partner with People's Choice," said NYTVF founder Terence Gray. "Television has always fundamentally been the medium of the people, and the NYTVF is proud to work with the People's Choice community to provide TV fans with unique access to their favorite programs and those who create them."

About The People's Choice

The People's Choice community at www.PCAvote.com serves as a year-round destination for entertainment enthusiasts to voice their opinions on pop culture. The community was created in 2007 in conjunction with The People's Choice Awards. Now in its 35th year, The People's Choice Awards is the only show voted on entirely by the public for awards in music, movies and television. Fred Nelson is the President of the People's Choice and the community is produced by TeleNext Media Inc.

About the New York Television Festival (www.nytvf.com)

The NYTVF was founded in 2005 as the industry's first recognized independent television festival, providing a platform to elevate the work of artists creating for the small screen. Held annually each fall in New York City, the birthplace of modern television, the Festival unites artists, executives, industry figures, and fans together in one forum to celebrate the medium and to help shape its future. Along with the Independent Pilot Competition, the Festival features panel discussions, network premiere screenings, and other special events designed to honor television as an institution and as an art form.

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