



## **THE AFRICA CHANNEL AND FLOW REACH AFFILIATION AGREEMENT**

### ***Deal Results in Caribbean Expansion with the Grenada Premiere of The Africa Channel (Channel 54) on July 1 as Part of System's Digital Line up***

**LOS ANGELES, CA / St. George's, GRENADA July 1, 2010** — The Africa Channel, the U.S.-based television network showcasing the rich and diverse culture and perspectives of Africa's people, has entered into an affiliation agreement with FLOW – Columbus Communication (Grenada) Ltd. to expand its reach in the Caribbean. Beginning on July 1, The Africa Channel will be available in standard definition to subscribers on FLOW's Economy tier as Channel 54 on the digital line up. The joint announcement was made by Bob Reid EVP & General Manger of The Africa Channel and Kurleigh Prescod, General Manager of Columbus Communications (Grenada) Ltd..

“We are thrilled to offer an unparalleled slate of programming that embodies the rich and beautiful culture of Africa on The Africa Channel for viewers throughout Grenada,” said Reid. “We're also excited to team up with FLOW in providing such a unique viewing experience to this new market.”

Added Prescod, “the introduction of the Africa Channel to our Cable line up here in Grenada, supports FLOW's ongoing efforts to provide quality programming that is both diverse and educational.”

The Africa Channel, which is already available in Jamaica and Trinidad via FLOW and in Barbados, will continue to provide a daily window into modern African life, offering a bridge to African entertainment, culture, information, music, lifestyle, travel, news and business. The channel's programming is about the people of Africa, their incredible stories, lives, successes, celebrations and challenges, and about the 53-nation continent itself.

The network showcases the African continent by broadcasting a mix of first run English language programming directly from Africa and original series and specials produced exclusively for the channel. The Africa Channel is programmed to meet the broad and

diverse tastes of its audiences around the world who are interested in learning about the continent and its people.

Additionally, the network will feature a line-up of original programming, in HD where available, that will encompass a variety of entertainment and information-oriented genres, including new series focusing on Africa's filmmakers, literary giants and stand up comedians.

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**About The Africa Channel**

The Network's premiere on September 1, 2005, marked a milestone in U.S. television history. For the first time, American audiences were able to experience the daily successes, celebrations and challenges of people living throughout Africa, all via a general entertainment network. The Network is broadcast in the United States through national distribution deals with the four largest cable MSOs in the country, Comcast, Time Warner, Cox and Charter, as well as other cable systems. It's distributed in the United Kingdom by BSKYB. The Channel is also available in the Bahamas, Trinidad, St. Lucia, Jamaica, Barbados and Bermuda. The network was founded by longtime television industry executives James Makawa, Jacob Arback and Richard Hammer. Partners include former United Nations Ambassador Andrew Young and his company, Goodworks International; NBA stars Dikembe Mutombo and Theo Ratliff; Williams Group Holdings; and former U.S. Senator Donald Stewart.

For more information, visit [www.theafricachannel.com](http://www.theafricachannel.com)

**About Columbus Communications (Grenada) Ltd.**

Flow is the brand of Columbus Communications (Grenada) Limited, the largest cable television service provider in Grenada. The company is wholly owned by the international telecommunications company, Columbus Communications Inc., a leader in broadband network construction and in the provision of telecommunications services in the Caribbean and Central America.

For more Information, visit [www.flowgrenada.com](http://www.flowgrenada.com)

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