

hmmm

TAKE THE ICN CHALLENGE.
TEST YOUR BRAIN. IMPRESS YOUR FRIENDS.

Answer these questions based on the articles in this issue of 360° for your chance to win a trip to Las Vegas!

1

Who is the host of *Asia Street*?

2

Which network has programming in more than 20 languages?

3

In which month is Asian Pacific American Heritage Month celebrated on IC?

Contest Rules NO PURCHASE NECESSARY. Open only to Customer Service Representatives (CSRs) employed by and in good standing with a cable television system carrying the International Channel television service and/or the television services of the Premium Network Partners of International Channel Networks at the time of each drawing. Must be a legal U.S. resident aged 18 or older. Void in PR and where prohibited. Log on to atlas.internationalchannel.com for Complete Official Rules, how to enter, and odds of winning. You will need your username and password to log on. Sweepstakes starts 4/1/03 and ends 12/31/03. GO TO ATLAS.INTERNATIONALCHANNEL.COM FOR COMPLETE OFFICIAL RULES.

GRAND PRIZE: WIN A THREE-DAY, TWO-NIGHT TRIP TO Las Vegas

You and a guest will fly to Las Vegas and stay in a luxurious suite at the Bellagio Las Vegas Hotel.

DAY ONE: You'll receive two tickets to Cirque du Soleil's *O* and will dine at Shintaro, the Bellagio's gourmet restaurant.

DAY TWO: You'll receive a \$300 gift certificate to be used by both guests at the Bellagio spa, with dinner to follow at Le Cirque.

YOUR ENTRY WILL BE SUBMITTED INTO A FINAL DRAWING FOR A GRAND PRIZE TRIP TO LAS VEGAS. THIS DRAWING WILL BE HELD IN JANUARY 2004.

Winner or guest must be 21 to check into hotel. If not 21, ICN reserves the right to substitute prize. Official Web site for more information or reservations: www.bellagiolasvegas.com/index.html

What you could win in 2nd quarter

1st

Digital Camera

Sony DSC-P72 Cyber-shot® Digital Camera

2nd

MP3 Player

iRiver SlimX iMP-350 CD/MP3 Player

3rd

The Zen Package

Includes a feng shui fountain and a complete kit to celebrate the art of Zen.

WATCH FOR THE NEXT ISSUE OF 360° FOR YOUR CHANCE TO WIN MORE GREAT PRIZES IN 3RD QUARTER AND ANOTHER CHANCE TO ENTER THE GRAND PRIZE DRAWING.

NO PURCHASE NECESSARY

Name: _____

System name/location: _____

Work phone: _____

Work address: _____

Answers

Question 1: _____

Question 2: _____

Question 3: _____

What's Happening?

ITALIAN

April 21 Easter Monday
April 25 Liberation Day
June 2 National Day

CHINESE

June Dragon Boat Festival

Spotlight

Dragon Boat Festival

The Dragon Boat Festival is the longest celebrated holiday in Chinese history. Celebrants gather to race dragon-shaped boats, rowing to the beat of a drum. The tradition began when patriotic poet Chu Yuan drowned on the fifth day of the fifth lunar month in 277 B.C. The boats' rowers attempt to rescue Chu Yuan as Chinese citizens throw bamboo leaves filled with cooked rice so the fish will eat the rice instead of the hero poet.

FRENCH

April 21 Easter Monday
May 1 Labor Day
May 8 Victory Day 1945
May 29 Ascension Day
June 9 Whit Day

FILIPINO

April 9 Araw'ng Kagitingan
April 17 Maundy Thursday
April 18 Good Friday
May 1 Labor Day
June 12 Independence Day

2003 WORLD HOLIDAYS

SOUTH KOREAN

April 5 Arbor Day
May 5 Children's Day
May 8 Buddha's Birthday
June 6 Memorial Day

JAPANESE

April 29 Greenery Day
May 3 Memorial Day
May 5 Children's Day

RUSSIAN

May 1-2 Spring and Labor Holiday
May 9 Victory Day
June 12 Independence Day

ISLAMIC

May 14 Mawlid al-Nabi (Muhammad's Birthday)

HINDU

April 2 Chetra Navratras Begins
April 11 Rama Navmi
April 14 Vaisakhi (Solar New Year)

JEWISH

April 17 Passover
June 6 Shavuot

In the news

Three Gorges Dam project closes Yangtze

Shipping has been stopped from April through June 2003 on the Yangtze River, China's longest waterway and economic lifeline for inland China, in preparation for the flooding of the Three Gorges Dam reservoir.

The Three Gorges Dam project, the world's largest water and power project, began in 1994

to control flooding and create hydropower. At the conclusion of the project, estimated to be completed in 2009, the river will be able to accommodate five times the traffic it currently holds, and transportation costs are expected to be reduced by about 35 percent.

During the river closure, transportation will be diverted to roads and railways near the Three Gorges Dam. Navigation on the river is expected to resume in June, when a permanent ship lock will be put into operation.

Sources: <http://english.peopledaily.com>, <http://www.dragoncruiser.com>

For more programming and scheduling information, log on to:
www.internationalchannel.com

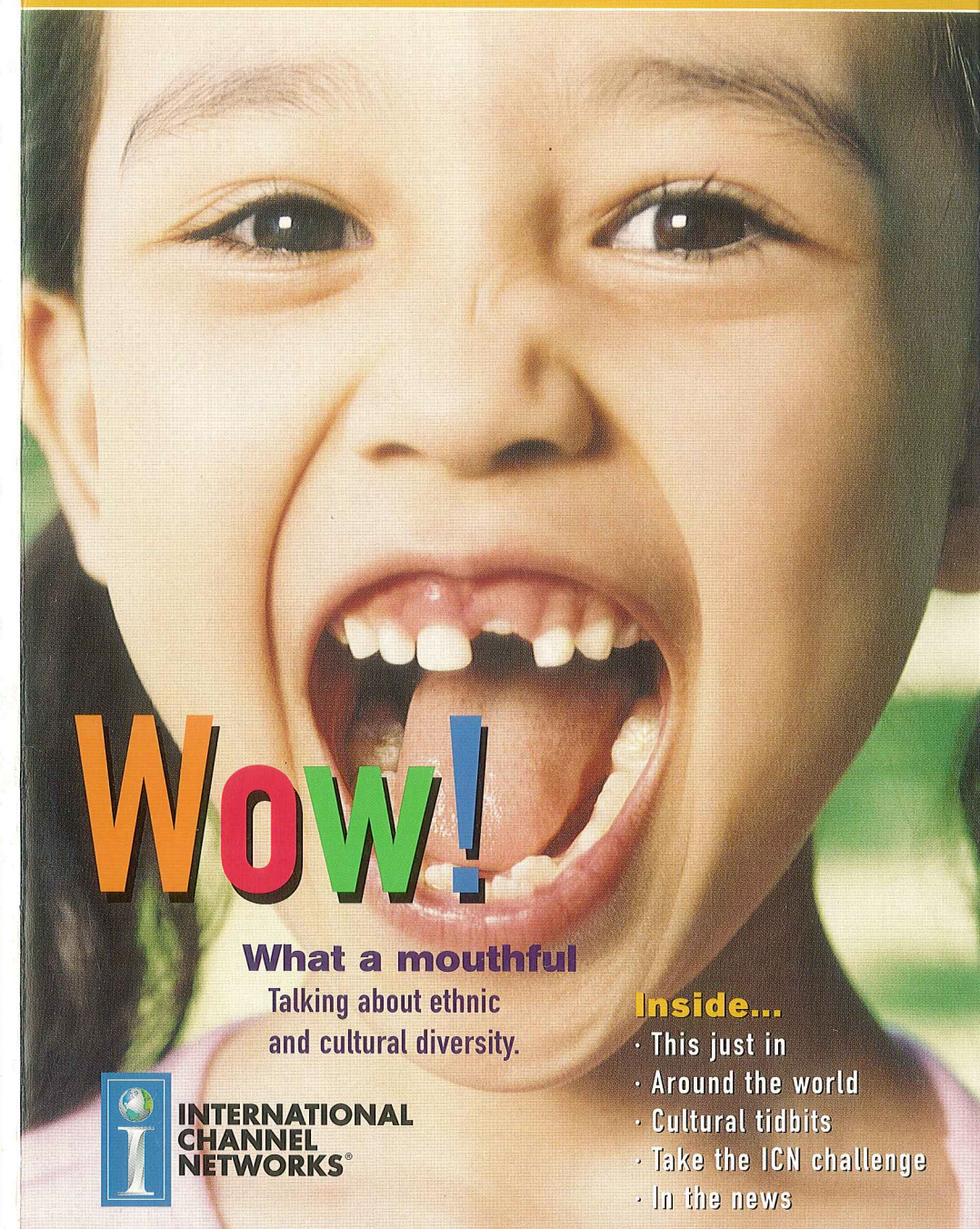
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quarterly news and fun from

APRIL 2003, ISSUE NO. 1

INTERNATIONAL CHANNEL NETWORKS®



Wow!

What a mouthful
Talking about ethnic and cultural diversity.

Inside...

- This just in
- Around the world
- Cultural tidbits
- Take the ICN challenge
- In the news



INTERNATIONAL CHANNEL NETWORKS®



WIN A TRIP TO

Las Vegas!

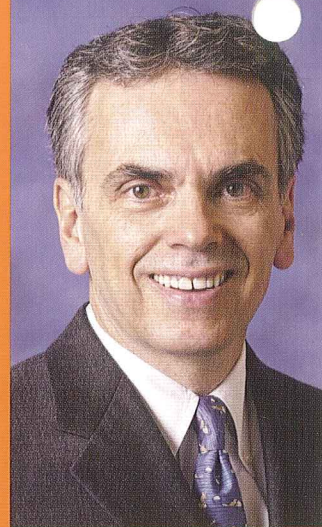
Dear readers,

Welcome to the first edition of *360°*, the quarterly newsletter from International Channel Networks. Our company is a leading source of multicultural news, information and entertainment for viewers in the United States. The wide variety of content from International Channel, as well as premium channels, connects viewers to communities and cultures from around the world.

In each issue of *360°*, we'll provide interesting stories from around the world to keep you in touch with your multicultural, multilingual customers. We'll also provide network and programming information on our many services. Inside you'll find cultural facts to introduce you to the people who watch International Channel Networks and the countries they call home. And that's not all...

Don't miss your opportunity to win exciting prizes in our quarterly contest. We'll feature questions based on the *360°* newsletter content. Enter this quarter for your chance to win a digital camera, MP3 player or complete Zen package!

Thank you for reading the *360°* newsletter. We're looking forward to bringing you closer to the world of International Channel Networks.



Kent Rice, President
International Channel Networks

360° VIEW OF INTERNATIONAL CHANNEL NETWORKS

This just in...

PROGRAMMING CHANGES AND UPDATES

Newsdesk (MBC)

Airs every day at 7:55 a.m., 12:00 p.m., and 9:00 p.m.
Korea's most trusted and widely viewed daily newscast covers the most up-to-date domestic and international news.

Showbiz Today (Zhong Tian Channel)

Showbiz Today gives you the latest entertainment news from the movie, television and music industries.

Weekdays: 6:00 a.m., 5:00 p.m.
Weekends: 6:00 a.m., 5:00 p.m., 2:00 a.m.

Tallou Hbabna (ART)

New live musical program hosted by Zouia Sager and Wafa Al Kelani.
Airs every Saturday and Sunday at 4:30 p.m.

Night Flight (RTN)

The Larry King of Russia, Andre Maximov, interviews celebrities from then and now on his popular program, seen only on RTN.

Spring Flower Festival

The celebration of spring inspires International Channel to highlight Korean programs in April.

Asian Pacific American Heritage Month

In May, International Channel highlights award-winning Asian programming in Filipino, Japanese, Chinese and Taiwanese.

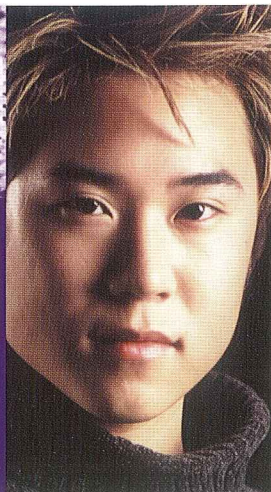
Central European Films

Throughout June, International Channel features Central European movies with titles from England, Italy, Holland and Germany.

All times listed are Eastern.

ASIA STREETSM ON INTERNATIONAL CHANNEL®

The host of International Channel's new prime time block, Jun Hee Lee, leads you through the loudest TV with tunes, flicks and trends that are *Asia Street*. *Asia Street* brings you the hottest action and martial arts titles from Asia. No seasoned movie buff will walk away disappointed from these nonstop action and award-winning films. Featured programs throughout April, May and June include *Where a Good Man Goes*, *Killer Angels*, *Descendant of Win Chun*, *Dragons of the Orient*, *Legend of the Drunken Tiger* and *Kickboxer's Tears*.



Around the world



360° LOOK AT THE WORLD OF INTERNATIONAL CHANNEL NETWORKS PROGRAMMING



INTERNATIONAL
CHANNEL®

International Channel – ICN's basic cable channel consists of programming in more than 20 languages.

Premium channels



ART – Arabic programming to link Arab American communities to their homeland.



CCTV-4 – Chinese cultural, news and entertainment programming.



Channel One Russia – Programming includes Russia's leading news broadcast, *Vremya*, talk shows, general entertainment and variety programs all in Russian.



MBC – Korean dramas, soap operas, current affairs, sports, variety and entertainment.



RAI – Promotes the rich culture of Italy through a unique blend of festivals, concerts, movies, cooking shows, game shows, documentaries and news.



RTN – Provides the highest quality Russian television programming.



SBN – Vietnamese programming designed to keep Vietnamese Americans connected with their culture and identity.



TFC – The first network in Asia to deliver 24-hour programming to Filipino Americans.



TV5 – French programming from France, Switzerland, Belgium, Quebec, Canada and French-speaking Africa that promotes the rich diversity of the French-speaking world.



TV Asia – Programming produced for South Asian Americans who want to maintain ties with their cultural heritage and way of life.



TV JAPAN – Japanese programming from NHK, the leading broadcaster in Japan. Most news programs and Sumo tournaments are offered in both Japanese and English.



TV Polonia – Polish-language programming offering a wide variety of up-to-date news, movies, sports, soap operas and documentaries.



Zee TV – Programming from India and Pakistan, including news, movies, dramas, children's programs and talk shows.



Zhong Tian Channel – Mandarin-Chinese programming with the latest news, sports, entertainment and information.

Customers say the strangest things!

I love *Asia Street* on IC. I think it's wonderful programming that's aired at just the right time. Thank you. – Columbus, OH

Oh my goodness! If not for your awesome channel, I don't know where else I would have heard the great music of *Lashkara*. – Seattle, WA

I am thrilled to have Scandinavian programming back on International Channel. Thanks!!! – Seattle, WA

Thank you again and again for offering programs in Hindi and Telugu. – Dudley, MA



Cultural tidbits

This and that

Contrary to popular stereotypes, the majority of Arab Americans are Christian (42%), while 23% are Muslim, and 23% are Orthodox.

One community that has remained distinctly French is New Orleans, Louisiana, where Acadians from northeastern Canada relocated and became known as Cajuns. The state of Louisiana continues to base its legal system on the Code Napoléon (a code of laws written by Napoleon Bonaparte), the only state to do so; other states use English Common Law.

Go to <http://atlas.internationalchannel.com> for more cultural tidbits.
(User ID: affiliates/Password: compass)

HERE ARE A FEW TIPS FOR THE DOS AND TABOOS OF FENG SHUI OFFICE DESIGN:

DO sit in the corner farthest from the entrance to the room to have a "command" position.

DON'T sit in line with the door, as you will be in the path of negative energy.

DO keep your back toward a corner or a wall for support. If a post protrudes from the corner or wall, correct it by covering it with a hanging plant's draping foliage.

DO sit with a tall building behind you to provide the support of a "mountain" if your back is to a window.

DON'T face away from the door if you are conducting business from home. Business will symbolically come to you through the door, so don't turn your back on it.

DON'T arrange your workspace so that you look straight out into a corridor or see the stairs, storage rooms, closets, elevators, escalators or toilets.

DO put your computer in the north or west area of your office to enhance your creativity. Place the computer in the southeast if you use it to generate income.



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UNITED STATES

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