

SM

LET CABLE TAKE YOU PLACES!

A VACATION GET AWAY is our newest subscriber acquisition campaign which runs from June 3 through July 3.

CONSUMER When we say vacation get away, we mean the big one! Not only do new international premium network subscribers get a \$20 Visa® travel card upon submission of proof of 2 months paid subscription, they're also automatically entered into a drawing for a \$4,000 travel voucher for a vacation of a lifetime! That will definitely get your phones ringing!

CALL CENTER To reward you for making all those sales, we'll give away a \$25 road trip card in participating call centers each week of the campaign, and a grand prize \$50 road trip card the final week of the campaign. What's a road trip card? It's \$25 worth of gas to get you to the mountains or the lake or the ocean – a little help from International Networks to get you out of town this summer! And the international lunches are back! For the team with the most sales, International Networks' reps will be bringing you lunch. Who knows if it'll be Chinese, Indian, French or Mediterranean, but it will inspire you to experience the world!

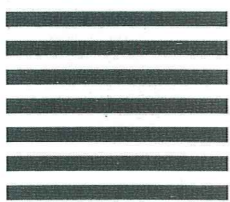


For more programming and scheduling information, log on to:
www.internationalnetworks.com
New customer service phone number:
(303) 712-5454
Email address:
ininfo@internationalnetworks.com

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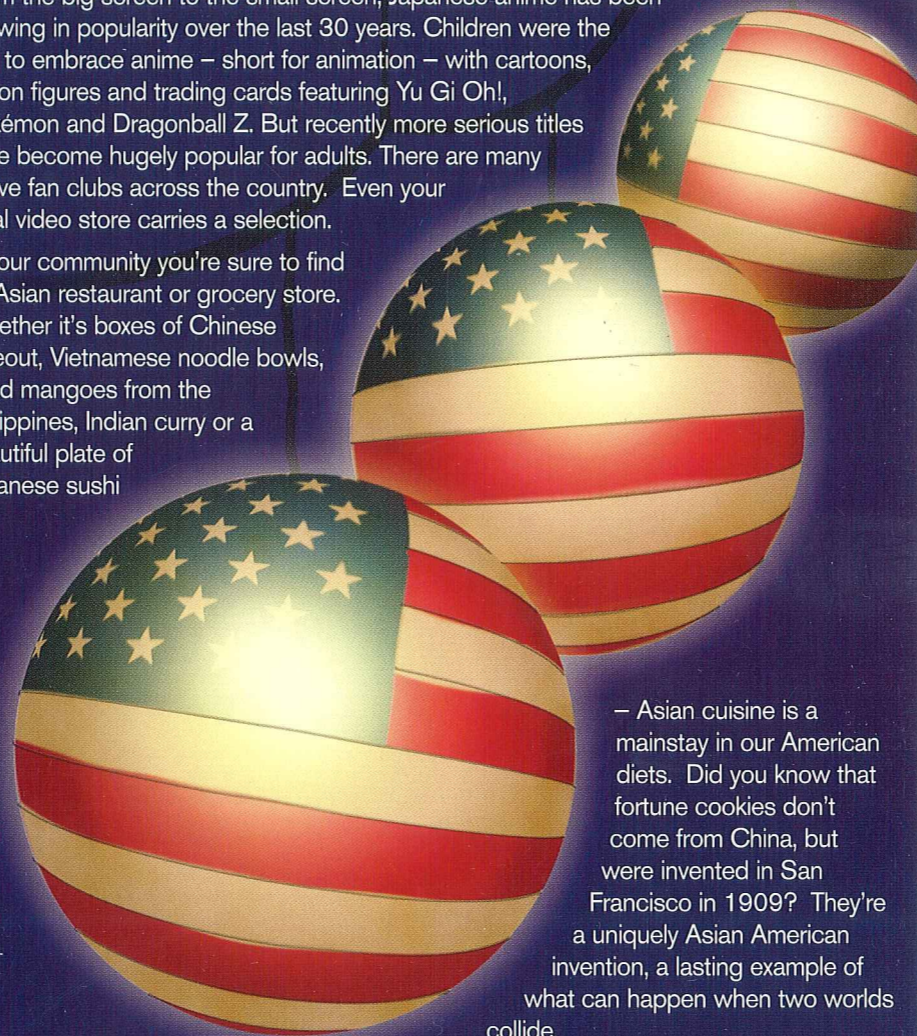
WHERE TWO WORLDS COLLIDESM

Asia is oceans away from America, right? Wrong! You can see its influence on our movie screens; taste it in our trendy Asian fusion cuisine; drink it in the form of green tea, sake, chai or bubble tea; practice it through yoga or tai chi; even feel it during an acupuncture appointment. Asian culture has infiltrated America and when it comes to pop culture, it's setting the pace.

From Godzilla to Jackie Chan as well as hits like "The Joy Luck Club" or "Crouching Tiger, Hidden Dragon," the movie theater has long been a source for Asian pop culture. Hollywood has jumped on the bandwagon, drawing on the martial arts traditions and mystique with films like "Kill Bill" and "The Matrix." Even titles like "Lost in Translation" and "Harold and Kumar Go to White Castle" feature Asian culture storylines.

From the big screen to the small screen, Japanese anime has been growing in popularity over the last 30 years. Children were the first to embrace anime – short for animation – with cartoons, action figures and trading cards featuring Yu Gi Oh!, Pokémon and Dragonball Z. But recently more serious titles have become hugely popular for adults. There are many active fan clubs across the country. Even your local video store carries a selection.

In your community you're sure to find an Asian restaurant or grocery store. Whether it's boxes of Chinese takeout, Vietnamese noodle bowls, dried mangoes from the Philippines, Indian curry or a beautiful plate of Japanese sushi



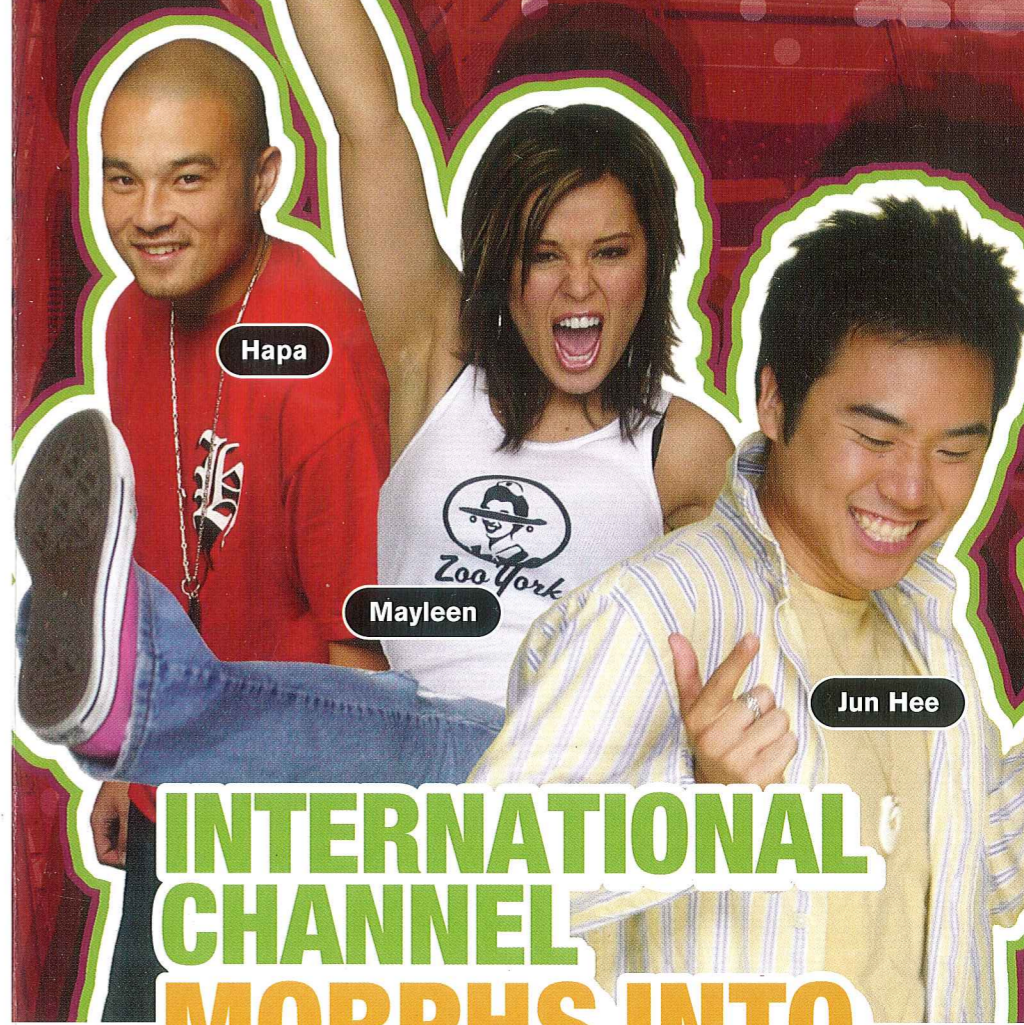
– Asian cuisine is a mainstay in our American diets. Did you know that fortune cookies don't come from China, but were invented in San Francisco in 1909? They're a uniquely Asian American invention, a lasting example of what can happen when two worlds collide.

In addition to consuming tons of tofu and gallons of soy milk, health-conscious Americans flock to alternative medicine modalities like acupuncture, Chinese herbal therapies and Ayurvedic medicine. Yoga and tai chi are becoming more and more mainstream. Americans are even turning to Feng Shui experts to design living and working spaces to maximize a healthy flow of energy.

Maybe your personal energy flow is leading you out for a night of entertainment at the karaoke bar; or keeping you in, on the couch mesmerized by the talent of Houston Rocket's star center Yao Ming or a Margaret Cho comedy special on TV. Or maybe you're driving around town in your Toyota, Honda or Nissan; or walking the park while listening to your Samsung mobile phone. Whatever you're into, chances are good that you're into something Asian.



Quarterly News for CSRs from
INTERNATIONAL NETWORKSSM



Hapa

Mayleen

Jun Hee

INTERNATIONAL CHANNEL

MORPHS INTO

AZNSM TELEVISION

INTERNATIONAL CHANNEL GOES ALL ASIAN ALL THE TIME!

See something different on IC? You bet! The channel has become AZN Television! Now entirely focused on the growing Asian American audience, you'll see a completely new schedule and new shows with an increase in English subtitled Asian programming. Schedule changes are effective March 28; see the back cover for the whole scoop!

Our innovative new channel targets Asian Americans – Chinese, Vietnamese, Filipinos, Korean, Japanese and South Asian (also known as Asian Indians). IC will no longer feature programming in Arabic, French, German, Greek, Italian, Polish, or Russian. These viewers will be served by our international premium networks.

IC has featured Asian programming for 10 plus years. We're now fine-tuning our line-up to provide Asian Americans with their own TV destination.

Asian Americans are young, educated, affluent and fast growing with a buying power of \$363 million. These tech savvy subscribers clamor for new digital cable products such as HSI, DVR, On Demand, telephone, and premium channels. Make your sales goals by informing them about the latest digital entertainment products available in your system!



SCHEDULE SPOTLIGHT

AZN TV brings viewers cool new programs, many of which are making their American debut on the small screen. There are lots of changes to our schedule grid that you'll want to familiarize yourself with, but here is a sampling of what's to come!

NEW SERIES

On "24 Hour Investigation", the Chinese police must protect the new chief executive of the Drug Enforcement Administration of International Criminal Police of China from assassination for a tension filled 24 hours. *Mandarin subtitled in English*

"Laughing in the Wind" is the story of Ling's journey of spiritual growth in the treacherous world of martial arts. *Mandarin subtitled in English*

MOVIES MOVIES MOVIES!

AZN TV has lots of them – airing up to 30 new titles per month for the rest of the year! Viewers will be delighted to watch director Ang Lee's "Eat, Drink, Man, Woman", nominated for both an Academy Award® and a Golden Globe. The story is about widower Tao Chu, Taiwan's most famous chef who doesn't know what to do about his daughter's newfound appetite for boys. *Mandarin subtitled in English*

Another eagerly awaited film is "Grave of the Fireflies". After their mother is killed in the firebombing of Tokyo during World War II, brother and sister, Setsuko and Seita, must find the means and the spirit to survive. *Dubbed in English*

NEW ORIGINALS

In a new original series, "Popcorn Zen" showcases short films made by independent Asian American and South Asian filmmakers. It is the first and only film-focussed show to present their message through their own cultural lens. *English*

MANAGING YOUR CALLERS

Answering Questions About The New Schedule on AZN TV

New to this issue of 360° is the addition of AZN TV's schedule grid. To help save some trees, we've consolidated 360° and our program grid into one exciting quarterly newsletter. You won't receive a separate grid, so hang on to this one! Take a few minutes to check out the line-up changes – you'll note the section devoted to that exclusively. To help you navigate through, we've put together a chart that outlines where programs were last quarter and where they are now. For example, the "Chinese News from Beijing" used to be on at noon Eastern, but now is on at 2:00 pm Eastern. Keep the guide handy so you can help viewers get used to the changes. We've added another time zone – the grid now features Eastern, Pacific and Aleutian (Hawaiian) time zones.

Chances are very good that customers will call to ask what happened to their programs. By now you should have received a Q & A one-sheet providing you with possible questions you might expect and how to answer them. If you haven't, ask your supervisor to get you a copy or download it from our affiliate website atlas.internationalnetworks.com. We've also set up a toll free number where you can direct viewers to speak directly with AZN TV's customer service representative, that's 877-519-6056. Again, AZN TV will no longer feature programming in Arabic, French, German, Greek, Italian, Polish, or Russian. These customers will be served through our IPNs.

How can you sell these cool changes to your Asian viewers? Talk with them about the Chinatown block which airs from 1:30 – 5:00 pm ET daily, featuring Mandarin-language news, dramas, movies and music with English subtitles. Each night has a theme – Mondays are Movie Night, Anime Night is Tuesday, Original Series are on Wednesday night, Thursdays are Drama and Friday is Variety night. There are cool new programs from cricket to music videos. Your Asian American viewers will love the new channel line-up...and now with programming in English or English subtitles, don't be surprised if you get cross over viewers, too!



WHAT IS AZN ANYWAY?

What does AZN stand for? The letters A-Z-N are the shorthand description for the word "Asian" when sending a text message on your mobile phone. If you say A-Z-N out loud, it sounds like "Asian." It meets all the criteria for a channel name, it's catchy, easily identifiable and hip!

ON DEMAND IS COMING

AZN TV is big news, but there's even more to come! AZN On Demand will be available May 9 – bringing 20 hours of new content to Asian American viewers each month. They will be able to watch their favorite genres including anime, drama, films, series and AZN Masala Weekend for South Asian viewers, whenever they want.

In coming months, International Networks will take On Demand even further with content in Korean, Filipino (Tagalog) and Asian Indian languages such as Hindi and Urdu. All the best programs from our international premium partner channels. Watch for more details!

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

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

- 1 What's International Channel's new name?
- 2 What digital cable products are Asian Americans interested in receiving?
- 3 Where were fortune cookies invented?
- 4 What is the name of your International Networks trainer?

GRAND PRIZE: WIN A TRIP TO SAN FRANCISCO!

You and a guest will fly to San Francisco and stay at the Japanese Hotel Nikko. Answer the questions below correctly and you'll be entered into the second quarter drawing as well as be submitted into the grand prize drawing next January.

WHAT ELSE COULD YOU WIN THIS QUARTER?

Visa® gift cards to be used for anything you've ever wanted! Well, almost anything! Answer the questions above to be entered to receive a \$200, \$100 or \$50 Visa® gift card!

No purchase necessary. Visa® Cards issued by JPMorgan Chase Bank, N.A., pursuant to a license from Visa U.S.A. and managed by Ecount®, a member service provider of JPMorgan Chase Bank.

Your entry will be submitted into a final drawing for a grand prize trip to San Francisco. This drawing will be held in January 2006. Contest Rules: NO PURCHASE NECESSARY. Open only to Customer Service Representatives (CSRs) who are employed by and in good standing with a cable television system that carries AZN TELEVISION™ and/or the television services of the Premium Network Partners of International Networks® at the time of each drawing. Must be a legal U.S. resident aged 18 or older. Void in Puerto Rico and the U.S.V.I. and where prohibited. Log on to atlas.internationalnetworks.com for Complete Official Rules, how to enter, and odds of winning. You will need your user name and password to log on. Sweepstakes starts 4/1/05 and ends 12/31/05.

Name: _____

System name/location: _____

Work phone: _____ Email: _____

Work address: _____

Yes, I'd like to receive email newsletters from International Networks and AZN TV.

Answers

Question 1: _____

Question 2: _____

Question 3: _____

Question 4: _____