



PRESS RELEASE
FOR IMMEDIATE RELEASE

SHORTSHD LAUNCHES ON AT&T U-VERSE TV IN THE US
THE WORLD'S FIRST HD CHANNEL DEDICATED TO SHORT MOVIES

LONDON, UK, 20th July 2009 –

Shorts International, the world's leading short movie entertainment company, today announces the launch of ShortsHD on AT&T U-verseSM TV on channel 1789.

ShortsHD is a unique entertainment channel dedicated to short movies. ShortsHD broadcasts 24-hours a day in 30-60 minute blocks and is available on AT&T U-verse TV as part of the HD Premium tier for an additional \$5 a month. ShortsHD is the world's first high definition channel dedicated to short movies.

Launching with a collection of entertaining short movies in a variety of genres, programming is separated into 'Zones' from **Stars in Shorts** that offers short movies with notable stars such as Keira Knightley and Michael Cera to **Animate!** featuring stop-motion and computer generated animated shorts that push the limits of imagination. Other Zones are Editor's Pick, Real Stories, Comedy, World Cinema, Shorts In Love, Midnight, Film School and Best in Fest.

Viewers can enjoy the charms of the hilarious mockumentary **Tube Poker** or the contemporary thriller **Centigrade**, directed by and starring **Stargate SG-1** actor Colin Cunningham. **Star Trek** fans will be touched by the loving tribute to the legendary sci-fi saga with **Orion Slave Girls Must Die!** and discover what the human cost was when Disney shut the doors to their legendary feature animation department in **Dream on Silly Dreamer**.

"We're thrilled to be giving short movies a home in the US." said Carter Pilcher, Chief Executive of Shorts International. "Our annual release of the Oscar®-nominated short films in theatres and on iTunes has shown that shorts have a huge audience. Now they don't have to wait for awards season!"

Standard definition channel ShortsTV is available in 1 million homes on Numericable's cable systems in France, Belgium and Luxembourg as well as over 7 million homes in the UK on the Sky satellite platform.

For more information on the U.S. launch please contact Marina Bailey on
323.650.3626/marina@marinabailey.com

For U.K. enquiries please contact Mark Buchanan on
+44 (0) 207 012 1579/m.buchanan@shortsinternational.com.

For other European enquiries, please contact Mickael Pradignac on
+33 (0) 1 77 46 81 58/m.pradignac@shortstv.fr.



About ShortsHD

ShortsHD™ is the first high definition channel dedicated to short movies. ShortsHD™, the high definition version of ShortsTV™, is operated by Shorts International, the world's leading short movie entertainment company with the largest movie catalogue devoted to short movies. Shorts International also operates ShortsTV™ UK, a pay TV channel available in the United Kingdom on BSkyB (Channel 342) and ShortsTV™ France available in France, Belgium, Luxembourg on Numericable (Channels 134 and 52). Shorts™ is the short movie on-demand service available on iTunes movie stores in the US, UK, Canada and Germany. Further information can be found at www.shortshd.com and www.shortstv.com. The company is headquartered in London, England with additional offices in Paris, New York and Los Angeles led by Carter Pilcher, Chief Executive. Shorts International is owned by Shorts Entertainment Holdings and Liberty Global Ventures.