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## **SERVICE ELECTRIC CABLE TV ADDS THE SHALOM TV CHANNEL IN LEHIGH VALLEY, PA, AND THE NEW JERSEY COUNTIES OF HUNTERDON AND WARREN**

Shalom TV, America's National Jewish Television Network, launches its full time channel on Service Electric Cable TV featuring live daily newscasts from Israel, late breaking stories, balanced news and interviews, children's programming every morning and afternoon, Jewish studies, live Friday evening services, live call-in programs and featuring the leading figures on the world Jewish scene today.

"We are thrilled to bring Shalom TV to SECTV serving the Eastern Pennsylvania and Western New Jersey said Mark S. Golub, president and executive producer of Shalom TV.

"SECTV is committed to continuously enhancing our video services. Shalom TV helps us fulfill our wish to offer customers unique and diverse programming," said Steve Salash, marketing director.



Shalom TV, a mainstream, nonprofit Jewish television network, features a wide array of Jewish programs including a weekly "Jewish Film Festival"; exclusive presentations of programs from the 92<sup>nd</sup> Street Y; news from and about Israel, a weekly Israel mini-tour and other features about the State of Israel; Jewish cooking; arts and culture; comedy and music; and meetings with the most dynamic men and women from every sector of the Jewish community who are helping to shape modern Jewish life.

Shalom TV is the *only* place on North American television where parents can find Jewish programs for their children; and for those interested in Jewish learning, is the *only* place where viewers can learn to read and understand Hebrew, study a page of Talmud or be introduced to the mysteries of Kabbalah.

Shalom TV is a national television network devoted to Jewish public affairs and Jewish culture. Studios are located in Fort Lee, NJ.

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