



NEWS RELEASE



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Clark Atlanta University Takes Central Role in Peachtree TV Hit Original Series Dallas Austin's DRUMROLL: SWD

**Dec. 18 Episode Features Showcase Between Drummers
From Southwest DeKalb High School and Clark Atlanta University**

Unique Sales Integration Marks First for Peachtree TV and Clark Atlanta University

Drummers from **Southwest DeKalb High School's Marching Panthers** and **Clark Atlanta University's Marching Panthers** meet for an exciting showcase of talent in the **Tuesday, Dec. 18** episode of **Peachtree TV's** hit original series **Dallas Austin's DRUMROLL: SWD**. The episode, part of a first-of-its-kind marketing partnership between Peachtree TV and Clark Atlanta University, is featured as part of Peachtree TV's popular original series, which traces the lives of marching band members at Southwest DeKalb High School as they put together the group's award-winning performances. Also highlighted during the episode will be a visit to the Clark Atlanta University campus by a group of the high school band members as they consider where they want to attend college. Dallas Austin's DRUMROLL: SWD airs Tuesdays at 8 p.m., exclusively on Peachtree TV.

"This integration of Clark Atlanta University into the storyline of DRUMROLL: SWD is a truly natural fit," said Tom Stevens, senior vice president of sales for Peachtree TV. "This is the latest example of how Turner Broadcasting creates innovative marketing opportunities for our advertisers and how Peachtree TV is able to bring those opportunities to the local Atlanta market like no one else can.

"Clark Atlanta University is always seeking innovative ways to market the school to prospective students and parents," said Walter D. Broadnax, president of CAU. "We're very pleased to be working with Peachtree TV on this initiative to increase awareness of CAU and stress the importance of higher education among a broader audience."

The Dec. 18 episode opens as a group of SWD band members, including Keonta Hammond, snare drum section leader, and Eric "Bobo" Barkley, bass drum player, head to Clark Atlanta University for a tour of the campus. Both talented musicians want to continue their education in music and are considering Clark Atlanta University among their options.

In addition to the campus visit, SWD band director James Seda and Clark Atlanta band director James L. Camp arrange an exhibition between the two groups' drumlines. Seda sees it as an opportunity for the SWD students to learn more about the competition they will face in college, while also giving them the opportunity to see the college that could potentially be their new home.

Clark Atlanta University's presence in DRUMROLL: SWD is part of a strategy intended to increase visibility of the school in the Atlanta area. In addition to the series integration, Peachtree TV will also feature Clark Atlanta University's on-air spots. Clark Atlanta University's involvement in the television series marks the first time Clark Atlanta University has worked with a Fortune 100 company on a marketing partnership of this nature.

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Dallas Austin's DRUMROLL: SWD is a half-hour unscripted original series that takes viewers behind the scenes of the Southwest DeKalb High School Marching Panthers, who wowed audiences nationwide when they were featured in the 2002 Austin-produced feature film *Drumline*, which also featured the Clark Atlanta band. The SWD band of almost 300-performers is recognized for its perfection in musicianship, precision in marching and innovative, high-energy performances. The key to their success is the commitment to artistic excellence, discipline and hard work. The Marching Panthers have performed in many prestigious events, including the Macy's Thanksgiving Day Parade in New York; the Carnival of Flowers in Nice, France; the opening ceremony of the Centennial Olympic Games; and the 2006 Tournament of Roses Parade.

DRUMLINE: SWD series opened with the story of the Marching Panther's band camp, when the band members spend several days each year in concentrated practice, drilling the complex and intricate half-time shows that have made them famous. The show has followed them throughout the high school football season, as they provide outstanding halftime performances that bring the crowds to their feet every single week. The show's focus has been not only on the band's practice and performances, but also on the students, their personal lives and their dedication to becoming the best at what they do.

Dallas Austin is creator and executive producer of DRUMROLL: SWD, which is produced by Rowdy Productions and DuBose Entertainment. James DuBose also serves as executive producer.

Peachtree TV is Turner Broadcasting System, Inc.'s local Atlanta broadcast platform. Driven by an Atlanta-centric, hyper-local sensibility, the channel features nightly blockbuster prime-time movies and a daytime line-up packed with popular sitcoms. In addition, Peachtree TV will also bring local viewers 45 regular season Atlanta Braves baseball games in 2008 as well as other special Atlanta-based events.

Turner Broadcasting System, Inc., a Time Warner company, creates and programs branded news, entertainment, animation and young adult media environments on television and other platforms for consumers around the world.

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CONTACTS:

Peachtree TV:

Gina McKenzie	Peachtree TV	404/885-4315	gina.mckenzie@turner.com
Jennifer Toner	Turner Entertainment Ad Sales & Marketing	212/275-6642	jennifer.toner@turner.com

Clark Atlanta University:

Dr. Debra Miller	(404) 880-8374	dmiller@cau.edu
Larry Calhoun	(404) 880-6040	lcalhoun@cau.edu