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**FOR IMMEDIATE RELEASE**

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## **DTV America To Launch 68 DrTV Affiliates**

### **DTV America Corp will be launching DrTV (Doctor TV) in 68 markets**

DTV America announced today that they have signed an agreement to launch DrTV (Doctor TV) in 68 markets in the next two years. These include 11 of the top 50 markets and 18 of the top 100.

Irwin Podhajser, Vice President of DTV America said, "DTV America is excited to partner with DrTV Channel to offer this unique blend of with healthcare information presented by medical professionals, as well as healthy cooking and fitness shows to our communities. There is simply nothing like this new network on TV."

Jim West, president of DrTV Channel said, "DTV America brings us a wealth of knowledge in building stations that connect to their community. They share our commitment and vision to make every DrTV Affiliate fully integrated into the local healthcare community. This is an amazing opportunity for every market to have a go to place on their televisions to help them live a healthier and better life brought to them by their own local healthcare providers."

In addition to a full schedule of healthy living shows, DrTV's signature news program feature offers incisive video segments from trusted medical sources such as the Journal of the American Medical Association, The Mayo Clinic, Swedish Seattle, Tampa General/USF Medical School, UF Health Shands and other hospitals and medical centers. Its broad spectrum gives viewers the latest medical news, procedures, and technologies, which allows them to make informed decisions for better health.

### **COMMUNICATIONS**

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Podhajser added, “One of the unique aspects that attracted us to DrTV is their local windows. They allow up to 20 hours per week for local health related shows. Additionally they will accept videos from our local healthcare providers for their national shows. This commitment to localism and bringing local localism national was a home run for us and our local healthcare community.”

**About DTV America Corp.** DTV America Corporation is a South Florida based broadcast television group with a management team that has owned, constructed and operated over fifty TV stations in the last twenty years. DTV America will be launching new television stations in over 70 markets.

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