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FOR IMMEDIATE RELEASE

**CET UNVEILS CETCONNECT.ORG: FIRST PBS STATION TO
OFFER UNIQUE ON-DEMAND MEDIA SERVICE**

CINCINNATI, OH – March 17, 2006 - CET, the first licensed educational television station in the country, announces CETconnect.org, the first community-based PBS station Internet service that features exclusive on-demand video in seven categories: Around Our Communities, Current Affairs, Arts & Culture, History & Science, Teachers & Students, Lifelong Learning and Kids & Families. New video will be added virtually everyday with the majority of content archived, creating a searchable program library. CETconnect.org was designed to enhance, not replace, on-air programming.

“CET steadfastly focuses on its mission—to serve the community with programming that educates, enriches and engages—but how we accomplish that mission changes as our community’s needs and interests change,” said Susan Howarth, President and CEO of CET. “We developed CETconnect.org to respond to our viewers’ desire for broader and deeper local programming that is available 24/7. We best serve our community by keeping not just abreast of but *ahead of* the evolving media environment,” Howarth continued.

CET conducted consumer focus groups and surveys to understand user desires and requirements. The outcome of that research helped direct the development of a user-friendly and intuitive site. Design professionals at LPK, the largest independent design agency in the world, translated the feedback into reality, while keeping the site in line with CET’s brand. Jerry Kathman, President & CEO of LPK, and Vice Chair of CET’s Board of Trustees, has taken a leadership role in bringing CETconnect.org to life. “We are building this airplane as we fly it. At the end of the day we will have a revolutionary concept that will be of immense value to our community,” Kathman noted.

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CET Unveils CETconnect.org

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“From its first broadcast in 1954, CET has relied on both innovative technology and community support to bring creative, high-quality programming to its viewers. CETconnect.org is the next step in that process—a step forward that would have not been possible without generous start-up funding from the Schiff Family Foundation and the extraordinary gifts of professional services from LPK, ADgility and Cristofoli-Keeling, Inc. Their gift to CET, and to our community, is beyond measure,” said Bryan Dunn, President of Western & Southern Agency Group and Chairman of CET’s Board of Trustees.

CETconnect.org Programming Focuses On Exclusive Local Content

Combining CET’s technical expertise in media and solid community partnerships, CETconnect.org will provide exclusive expanded local content such as guest lectures at local universities and libraries, weekly local business news and cultural programs, extended interviews with leaders in the arts, education, business and government. Local organizations such as the Cincinnati Symphony Orchestra, the Mercantile Library, the Cincinnati Art Museum, Cincinnati Museum Center, and many more, will collaborate on content. Additionally, CETconnect.org will have links to PBS programs that stream online, such as the *NewsHour with Jim Lehrer*. CETconnect.org is accessible from any computer with a high-speed Internet connection.

CETconnect.org Invites User Feedback & Seeks Sponsors For Continued Expansion

CET plans to continue expanding CETconnect.org in phases throughout 2006 and beyond, adding additional partners and content, building interactive components, and providing Podcasting and other mobile delivery. Expansion efforts will be linked to the availability of funding, which will be sought from a variety of sources. Users are also invited to contribute ideas for what they would like to see included on the site, through the *Contact Us* option at the bottom of each web page.

About CET

CET is Greater Cincinnati’s leading provider of education and enrichment in both living rooms and classrooms, reaching more than 2 million residents, 470,000 students and 37,000 teachers. Through PBS and local programming, CETconnect.org, innovative multimedia curriculum projects, parent workshops and professional development for teachers, CET positively impacts our community with rich and diverse resources. CET was the first licensed educational television station in the nation, the first high-definition public station in Ohio, and, through CETconnect.org, the first and only public television station to offer a community-based public media on-demand service. For more information about CET, visit www.cetconnect.org.

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