



CONTACT:

Megan Prock/Josh Greenwald
Berns Communications Group, LLC
212-994-4660

FOR IMMEDIATE RELEASE

**SONY BMG, DISCOVERY KIDS AND CMEDIA PARTNER
TO CREATE A NEW EXERCISE DANCE TV PROGRAM FOR KIDS**

New York, NY / August 22, 2006 – Sony BMG Music Entertainment and the Discovery Kids channel have partnered to create three initial television episodes of BYOU (www.byou.com), a dance workout for tweens and teens, airing on Discovery Kids this August and September.

The BYOU episodes, which star Sabrina Bryan of *The Cheetah Girls*, were edited from the existing BYOU dance workout DVD created by the Sony BMG Strategic Marketing Group.

Media buying agency Cmedia, which facilitated the deal between its client Sony BMG and Discovery Kids, ran a successful direct response television (DRTV) campaign for the initial DVD release of BYOU.

“We were delighted to have the opportunity to connect Sony BMG with Discovery Kids and create a new media opportunity for our client,” said Michelle Cardinal, CEO and founder of Cmedia.

“BYOU is creatively different and smart. It speaks to tween girls and sends a message of empowerment and encourages individual expression. We believe in this project and are excited to have the opportunity to share BYOU with a wider audience,” stated Joe DiMuro, executive vice president and general manager, SONY BMG Strategic Marketing Group.

Three initial 30-minute episodes of BYOU are airing on Discovery Kids at 11:30am. The first aired August 18 and 19, and the final two are airing August 26 and 27 and September 2 and 3.

About Sony BMG Music Entertainment

Sony BMG Music Entertainment is a global recorded music joint venture with a roster of current artists that includes a broad array of both local artists and international superstars, as well as a vast catalog that comprises some of the most important recordings in history. Sony BMG Music Entertainment is 50% owned by Bertelsmann A.G. and 50% owned by Sony Corporation of America.

About Cmedia

Portland, Oregon based Cmedia, a division of Respond2 Communications Inc., is one of the nation’s largest direct response television media agencies, offering both short and long-form media and campaign management. Cmedia is the media agency of choice for major brands and leading direct marketers including AOL, bareMinerals, Sunbeam and TotalGym. More information on Cmedia can be found at www.cmedia.tv.

#