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AND THE WINNERS ARE... MSG VARSITY AND NY NATAS ANNOUNCE THE WINNERS FOR MSG VARSITY V AWARDS

Nine Winners Each Receive a \$5,000 Grant for their High School

BETHPAGE, N.Y., May 28, 2010 — MSG Varsity and The New York Chapter of the National Academy of Television Arts and Sciences (NY NATAS) proudly announce the winners for the 2010 MSG Varsity V Awards. Designed to celebrate high school student achievement for the original content they produce for television and to foster the next generation of broadcast professionals, the MSG Varsity V Awards will be presented to winners in nine categories. MSG Varsity received more than 700 entries, which were judged by television, production and broadcasting industry professionals from MSG Varsity and NY NATAS.

Each winning high school will receive a \$5,000 grant and the winning students receive trophies and will be featured in a half-hour special airing Sunday, June 13th on MSG Varsity, Cablevision's iO TV (Channel 14).

2010 MSG VARSITY V AWARD WINNERS:

Arts & Entertainment:

- Kinnelon HS, NJ - Student - Colin Keyes - Entry - Film Festival Promo

Best Original Production (Viewer's Choice Category):

- Sleepy Hollow HS, NY - Student - Alex Berger - Entry- Our Legend

Best Overall School Coverage:

- Kennedy Catholic HS, NY - Student - James Hebert - Entry - Kennedy Catholic Promo

Editing:

- Randolph HS, NJ - Student - Anne Devorak - Entry - Wounded

Sports/Full Game:

- Wayne Hills HS, NJ - Student - Brian Dubow - Entry - State Semi's

News:

- Ward Melville HS, LI - Student - Jillian Holler/Albert DeStefano - Entry - Incognito

Sports:

- Passaic Valley HS, NJ - Student - Jorge Galvez - Entry - PVTV Promo Video

Sports/News Reporter:

- Wayne Hills HS, NJ - Student - John Vittas - Entry - The Best of John Vittas

Writing:

- Mount Olive HS, NJ - Student - Harrison Richlin - Entry - Undecided

All of the winning videos can be viewed online now at msgvarsity.com

"We are thrilled to honor these very talented students as their winning videos were exceptional. We hope that the \$5,000 grants will help students continue to develop and foster their skills in multimedia creation," said Theresa Chillianis, General Manager, MSG Varsity. "On behalf of everyone at MSG Varsity we would like to congratulate all of the students and schools that participated in our first awards program."

"We are proud of the winners and their outstanding work in this first year of the V Awards," said Jacqueline Gonzalez, Executive Director, of the New York Chapter of the National Academy of Television Arts and Sciences. "We were thrilled to see that so many students from the tri-state area are engaged in telling their stories - and are doing it so well. Congratulations to all of the remarkably talented students who participated."

About MSG Varsity

MSG Varsity is a multi-platform suite of services comprised of: a 24/7 television network, a comprehensive online destination, and a groundbreaking interactive service, all dedicated to high school sports, academics and activities happening throughout the tri-state area. Content for these services includes MSG Varsity's professionally produced programming as well as content created by the high schools themselves. Working in partnership with MSG Varsity, students and faculty are given extraordinary access to curriculum and training in multimedia creation and distribution, empowering them to become active participants in telling their school's stories. MSG Varsity is a Cablevision exclusive service not available to satellite or phone company TV subscribers and reaches three million households throughout the New York market. For more information, please visit www.msgvarsity.com.

About The New York Chapter of the National Academy of Television of Arts and Sciences (NY NATAS)

NY NATAS, founded in 1955, is the preeminent membership organization serving all media professionals in the television industry by offering career enhancing events and networking opportunities. NY NATAS conducts activities that cultivate and promote understanding of, appreciation for, and public interest in the arts, crafts and sciences of television. NY NATAS fosters creativity and inspires artistic and technical excellence through the renowned Emmy® Award, the most prestigious honor and most coveted peer-recognition symbol of distinction in television. NY NATAS continues to evolve playing a vital role in recognizing outstanding content in our changing industry. As distribution platforms have expanded to include broadband and portable devices NY NATAS now honors television the art form regardless of the delivery platform. For more information, please visit www.nyemmys.org.

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