



FOR IMMEDIATE RELEASE
February 6, 2008

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BDB ASSISTS INFORMATION TELEVISION NETWORK WITH STATE OF FLORIDA INCENTIVE PROGRAM

WEST PALM BEACH, FLA. – Boca Raton –based Information Television Network (ITV), a leading producer of health and wellness documentary–style broadcast and cable network programming is expanding its distribution avenues by delivering its extensive medical library to all platforms—television, Internet and on-demand programming. The Business Development Board of Palm Beach County (BDB) helped Information Television Network (ITV) identify appropriate incentive programs available to their business needs.

“To remain at the forefront of the digital information era in health programming, we must continually seek new avenues of distributing our vast health and wellness library,” said Ana Cristina Lerner, President of Information Television Network. “Thanks to assistance from the BDB, we will be able to utilize resources that will help us to continue growing our business in Palm Beach County.”

The Business Development Board assisted ITV with:

- Selecting appropriate incentive programs from the Governor’s Office of Film and Entertainment
- Consulting throughout the application process for Digital Media Incentives
- Providing an endorsement to the Governor’s Office of Film and Entertainment.

ITV will now be eligible for a Florida Film, Television and Digital Media Incentive aimed specifically at digital media projects including interactive entertainment. For companies producing qualified digital media products, the state provides a 10% cash rebate for eligible expenditures.

“ITV brings a unique product to Palm Beach County and we are very pleased to have identified an incentive program which will enable them to continue providing quality jobs and media projects including cutting-edge digital and interactive entertainment”, said Kelly Smallridge, President and CEO of the Business Development Board.

On February 2, ITV settled into its larger location at 6650 Park of Commerce Blvd, Boca Raton, 33487. This move makes it possible to expand ITV staff by approximately 20 new jobs and take on additional projects. Consistent with its commitment to leadership in the field, the new facility will be one of the first fully high-definition (HD) studios in Palm Beach County.

The Governor’s Office of Film & Entertainment is the state’s economic development program for the development and expansion of the motion picture and entertainment industry sectors. It provides a variety of services and incentives with the focus of supporting and marketing the Florida entertainment industry.

ITV was founded in 1992 by Ed and Ana Cristina Lerner with a vision to provide excellence in communication and entertainment productions. Their early programming focused on major medical and healthcare issues. This resulted in an impressive 160 episodes of an award-winning series, *The Cutting Edge Medical Report*, and the GRACIE Award best series *The Art of Women’s Health*. Currently, ITV is in production of the 10th season of the multi Freddie Award winning series *Healthy Body, Healthy Mind*. Also in production is another season of *Waging War on Cancer*, hosted by Paula Zahn. In addition, *Kids Health works*, an Emmy-award winning series, is airing on ION Media and the UK based Diva TV. ITV continues to develop and produce award-winning material and maintain its leadership in technology with state of the art CD Rom and DVD production.

The Business Development Board of Palm Beach County is the official public/private economic development organization for Palm Beach County and Enterprise Florida. Founded in 1982 as a not-for-profit corporation, our primary purpose is to attract and retain new industry, business investment, high quality jobs and workforce development through corporate relocations, expansions and international trade. Additional information can be found at the BDB’s Web site, www.bdb.org.

For more information about Information Television Network, please visit www.itvisus.com.