

## **RSN Introduces a New Video Product**

***RSN announces another new video product, SPLYCED. RSN has been gaining momentum since its sale to private investors whose extensive expertise in the media and resort industries is paying off. This year alone, RSN has announced three new shows, a premiere apparel sponsorship, and its plan to re-launch its website RSN.com in Summer 2008.***

PORTLAND, Maine (April 3, 2008) - RSN announces another new video product, Splyced. Developed by Brian Emerson, executive producer of RSN's *Extreme Scene* and *Movie Nights* series, SPLYCED is designed to give both user-generated and professionally produced outdoor videos a showcase on RSN and on [RSN.com](http://RSN.com). The episodes will be updated regularly with fresh and timely content; episode one features a sneak peek at "Reason" by Poor Boyz Productions and episode two features a clip from "Livin' Free," a longboard skate film from up and coming filmmakers Orangefiist.

The SPLYCED episodes are three minutes each, airing throughout RSN's broadcast day, and available 24/7 at [RSN.com](http://RSN.com). The television episodes premiere in May on RSN TV and are available now at the Splyced page on RSN.com as well as a Splyced podcast available on iTunes and by RSS feed.

RSN is excited about this new endeavor. RSN's President, Jeff Dumais, comments, "With the accessibility today of high quality, low cost video production equipment we are seeing a burgeoning number of great looking shows from both professionals and amateurs. SPLYCED will provide an introduction to RSN's audiences for many of these exciting new productions."

RSN has had a big year under new ownership. The company has launched three new shows *Women of Winter with Picabo Street* in which Olympic Gold Medalist Picabo Street skis and rides with renowned female athletes, profiles resort women of note, and explores resort town dining, nightlife, and shopping, *Resort Chefs* which features well-known resort chefs whipping up their favorite dishes, and *SPLYCED*.

New shows are not the only advances RSN has made this year. Last week RSN announced the industry-leading winter sports apparel brands, Descente and DNA, have been named the Premiere Apparel Providers of RSN.

The momentum doesn't stop there. RSN plans to re-launch its website this summer capitalizing on its strengths of resort cams, reviews, and conditions and adding new features such as a full digital library of RSN programming, user generated photos and videos, and podcasting.

"We are thrilled about all the momentum we have built up in our first year of ownership. There are so many new exciting things happening at the company. We couldn't be happier with how things have gone," said Mark Burchill, CEO of RSN.

For additional information on RSN programming, the Descente DNA apparel sponsorship, or the upcoming re-launch of RSN's website, please contact Michele McMahon @ 207.772.5000 x 395 or go to [RSN.com](http://RSN.com).

---

*RSN is a national television network that specializes in creating and distributing outdoor content for America's premier resorts. RSN serves more than 100 resort markets across the US and is known for its unique ability to localize content to meet the specific needs of resort communities.*