



IT'S A RACE TO RUSH ON VIRTUALRUSH.COM IN SUPPORT OF ABC FAMILY'S ORIGINAL SERIES "GREEK"

Niche Community Site Garner's Notable User Engagement with Weekly Contest Featuring GREEK Cast Members and The Plain White T's along with Unique "Hairspray" Integrated Advertising Campaign

Beverly Hills, CA (July 26, 2007) - Virtualrush.com, ABC Family's first foray into social networking is on its way to becoming a true success story in the cable network's continuing efforts to reach the millennial audience. The site established itself to be one of the stickiest areas of ABCFamily.com with users are spending an average of 12 minutes on the site each time they visit and have posted over 85,000 comments since launching last month, it was announced today by ABC Family president, Paul Lee, at the Television Critics Association's annual Summer Press Tour.

Unique users, which have grown over 800% in one month, are viewing over 25 pages each in the process and returning visitors stay on average for 17 minutes.

In making the announcement, Mr. Lee said, "Virtualrush.com has broken new ground for ABC Family and we're thrilled that it's off to such a great start. The site's just so engaging, and we love that our online audience is having such fun with it, visiting often and staying for longer and longer lengths of time."

In a demonstration of viewer interest, on Tuesday, July 17, just one day after GREEK's second episode aired and the "Do the Do" challenge was issued, virtualrush.com experienced increased traffic with more than 1,000 new members joining, over 2,500 pictures uploaded and 8,000 comments. ABC Family's virtualrush.com is a unique social networking site designed to support to the new ABC Family original series GREEK, has viewers racing to be a part of

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Virtual Rush.com Release page 2

the fictitious online Greek system. The virtualrush.com site debuted on June 4th and GREEK premiered on ABC Family on July 9th. Laura Nathanson, ABC Family's Executive Vice President of Ad Sales, added, "Virtualrush.com has also allowed us to deliver our advertisers a highly efficient, super-targeted environment to showcase their product. What we were able to provide New Line for their campaign for 'Hairspray' set new standards for product integration into a social networking environment. "

Each week, virtualrush.com hosts a new weekly contest that users participate in to make their way to the top of the Greek system. The second week, "Hairspray" star Nicky Blonsky instructed users via video to "Do the Do" and submit their craziest and most innovative hair dos. The third week, The Plain White T's invited users to submit video of themselves lip-syncing to their song, "Our Time Now." This contest is in support of the Plain White T's appearance in the episode of GREEK that aired Monday, July 23, featuring performances of their hit song "Hey There, Delilah" and "Our Time Now." This episode will re-air on ABC on Friday, July 27 at 9 p.m. The first week's contest was hosted by Scott Michael Foster, who plays Cappie, giving users a challenge to "Cross-Dress for Success" and submit their best cross dressing photos and videos. In coming weeks, viewers will get to see the rest of the GREEK cast hosting the weekly contest videos.

A niche social network centered around collegiate life, virtualrush.com allows users to join the virtual Cyprus-Rhodes University community by creating a profile and uploading content. After creating their profile, user can select a co-ed fraternity or sorority they'd like to join or they can take a personality quiz to see if they should join GREEK's resident "Slacker" Cappie in Kappa Tau or "It Girl" Casey and the Zeta Beta Zetas. They can interact with other users, participate in a virtual community alongside the characters featured in GREEK and be ranked by the community to be eligible for a walk-on role and other

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Virtual Rush.com Release page 3

prizes. Users who create online profiles for virtualrush.com must be 18 years or older, but younger fans can visit the site, vote for their favorite photos & videos, and post comments.

GREEK, a new original series by creator Sean Smith, is a dramedy set at fictitious Cypress-Rhodes University, which focuses on social minefield that is the Greek system. Viewers will see this unique cast of characters navigate their way through this treacherous terrain as they try to find their place at Cypress Rhodes University. Shawn Piller (“Wildfire,” “The Dead Zone”), Lloyd Segan (“Wildfire,” “The Dead Zone”) and Anne Kenney (“Beautiful People,” “The Division”) serve as executive producers. Patrick Sean Smith (“Summerland,” “Wildfire”) is creator/co-executive producer. The ensemble cast includes Jacob Zachar as Rusty, Spencer Grammer as Casey, Scott Foster as Cappie, Jake McDorman as Evan, Paul James as Calvin, Clark Duke as Dale, Amber Stevens as Ashleigh and Dilshad Vadsaria as Rebecca.

Part of the Disney-ABC-TV Group, ABC Family, distributed in over 91 million homes, features original movies, series and specials reflecting today’s families and entertaining and connecting with adults through relevant stories about today’s relationships, all told with diversity, dysfunction, passion, humor and heart. ABC Family’s programming is a mix of quality acquired series and theatricals as well as original movies and scripted dramas. ABC Family is also the destination for Holiday events with “13 Nights of Halloween” and “25 Days of Christmas” branded programming events. ABC Family. A New Kind of Family.

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