



INTERNET PERSONALITY BRIGITTE DALE TO BRING HER POPULAR VIDEO BLOG TO ABCFAMILY.COM

Partnership to be Produced with Stage 9 Digital Media

(Burbank, CA – September 4, 2008) Popular Internet personality Brigitte Dale will bring her sharp wit and pop culture insights to ABCFamily.com, beginning this September. Dale will continue to write, produce and edit her video blog, which will be featured on ABCFamily.com. She will continue to cover news, pop culture and take a fresh look at what's on every twenty-something girl's mind.

"We are very excited to have Brigitte's fresh perspective and insights," said Vickie Collier, Vice President, Digital Media, ABC Family. "She brings a clever, quirky look at pop culture and is just plain fun to watch. We look forward to further extending Brigitte's reach to our millennial audience."

"I feel really lucky," said Dale. "I get to keep doing exactly what I love doing, plus be part of ABC Family's amazing online team."

Dale, a full-time writer, podcaster, and online video producer, won the Yahoo! Video Awards: Internet Personality of the Year Award in 2008. She began her video blogging career in 2006 at Popcrunch, a pop culture site, and soon moved to AOL's TV Squad, where her video blog was called "TV Squad Daily with Brigitte." Dale writes, shoots, edits, and even scores the music for her video blogs, which will now be produced with Stage 9 Digital Media. They will continue to be available on her website www.brigittdale.com as well as on ABCFamily.com. Dale is repped by ICM.

Stage 9 Digital Media develops, produces, markets and distributes original short-form programming by merging innovative creativity with superior production quality. An integral part of Disney-ABC Television Group's overall digital strategy, the experimental new media studio has an active development slate of comedy, drama, animation and reality programming.

Emmy®-winning ABCFamily.com provides a variety of entertainment and community options, from rich, fan-centric programming – including blogs, webisodes, full episodes, previews, and behind-the-scenes clips – to personal profiles that allow commenting, favoriting, and rating any content on the site. Social networking tools and online activities such as GREEK's "Virtual Rush" foster user interaction with the site and between users.

Part of the Disney-ABC TV Group, ABC Family is distributed in over 95 million homes. The channel features original movies, series, and specials that reflect today's families and entertain and connect 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, thanks to the “25 Days of Christmas” and “13 Nights of Halloween” branded programming events. ABC Family. A New Kind of Family.

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