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FIRED UP AND FED UP *HELP! CHANGE TV* HITS TV CONVENTION TO PROTEST WRONG RATINGS!

-AIM TV Marks One Year Anniversary of Broken Promises at Industry Gathering-

New York, January 15th, 2006 – AIM Tell-A-Vision (AIM TV) announced **Help! Change TV** (HCTV) is taking its grassroots protest and petition drive to the **National Association of Television Program Executives (NATPE)** Convention in Las Vegas this week. AIM TV will be on the NATPE floor at the Mandalay Bay, Booth #608 offering screenings of the Help! Change TV Video, PowerPoint Presentations and signing up supporters via Petition.

Help! Change TV's (HCTV) position is that Nielsen Media Research uses a flawed and subjective language methodology rather than an objective, more accurate system based on U.S. Census Nativity (U.S. Born or Immigrating) which research shows ties into TV viewing habits of U.S. Latinos. HCTV believes that the current system may lead to under reporting of U.S. born Latino viewing and over reporting of immigrant Latino, Spanish Language viewing.

HCTV says this skews the perception that Latinos prefer Spanish Language TV, costing the English language TV industry billions in lost revenue while directly impacting the under-representation of Latinos on English language TV.

Efforts at the last year's NATPE convention led to a meeting with staffers from Nielsen where AIM TV was assured an independent study on the issue was forthcoming by the summer of 2006. When that did not happen, the company initiated *Help! Change TV* in hopes of ratcheting up pressure for change.

The *HCTV* campaign includes consumer TV, Radio and Print ads, an Outdoor (bus) campaign in New York City as well as aggressive web based and guerilla marketing. All efforts drive traffic to the www.HelpChangeTV.com which features in depth information including links, power point, a short video and an online petition where participants can support, voice their comments and tell their friends. The campaign has netted over 4,000 petitions so far, including many in the TV, film and entertainment sector as well as fed up, everyday viewers.

The *Help! Change TV* grassroots consumer initiative launched on November 8th 2006 to commemorate the one year anniversary of the industry initiative "**Change The Sample**" which kicked off November of 2005.

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