



FOR IMMEDIATE RELEASE

**THIS DECEMBER, JOIN RUSH HD FOR AN ADRENALINE-FUELED,
HI-DEF EXPLORATION OF THE VERY FIRST EXTREME SPORT –
DOWNHILL SKIING**

THE THIN LINE: Life On the Edge

The World Premiere of RUSH HD's Original High-Definition Documentary – Featuring Stunning Footage from the World's Top Downhill Courses and Interviews with Decorated Skiers **Bode Miller, Daron Rahlves, Phil Mahre, Franz Klammer and Picabo Street**, Among Others –
Airs **December 15 at 10:30PM ET/7:30PM PT/9:30C**

NEW YORK, NY (November 12, 2007) – There is a place, between safety and danger, where action and reaction coexist. It is not a comfortable place. It is not a safe place. But for an elite few, it is the only place worth being. This December, join **RUSH HD** for an exhilarating, adrenaline-fueled trip exploring **THE THIN LINE: Life on the Edge**. Commissioned by **RUSH HD** from Jalbert Productions, the official production company of the U.S. Ski Team, this beautifully shot, ninety-minute documentary paints a picture of the people and places that have made downhill skiing one of the world's most dangerous and thrilling sports. **THE THIN LINE: Life on the Edge** will make its world premiere exclusively on **RUSH HD** on Saturday, December 15th at 10:30PM ET/7:30PM PT/9:30C. Rating TV-PG.

Few sports are as complex and exacting as downhill skiing. At its most basic, the idea is simple: find the proper "line" and ski down the mountain as fast as possible. It may seem straightforward, but beneath this simple premise exists a multitude of variables that make this sport much more intricate than it may appear. When these variables are managed correctly, the result is beautiful and elegant. But a good downhill run is also a fragile equation, and when things go wrong, the ensuing chaos can be disastrous.

Set against the backdrop of some of the world's most challenging downhill runs, including the prestigious Hahnenkamm in Kitzbühel, Austria and the ferocious Birds of Prey, in Beaver Creek, Colorado, **THE THIN LINE: Life on the Edge** examines the true grit and determination behind the world's first extreme sport athletes – alpine downhill racers. Including both historical and contemporary stories and images and stunning, hi-def POV footage, **THE THIN LINE: Life on the Edge** paints a picture of what drives these athletes to push the limits, while perilously treading into an area that can cross over from triumph to disaster in the blink of an eye. Featuring interviews with athletes whose names are synonymous with the sport, such as decorated American skiers **Bode Miller, Daron Rahlves, Picabo Street** and **Phil Mahre**, legendary Austrian daredevil **Franz Klammer** and Norwegian World Cup and Olympic champs **Kjetil André Aamodt** and **Lasse Kjus** among many others, viewers will come away with a true sense of what it feels like to strap on a pair of boots and fly down the mountain at unthinkable speeds.

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RUSH HD is available nationally on the DISH Network satellite service (Channel 9476) and Cablevision's iO digital cable service (Channel 734). For more information, please visit www.rushhd.com.

THE THIN LINE: Life on the Edge was produced for **RUSH HD** by Jalbert Productions, Inc. For **RUSH HD**, Greg Moyer is the executive in charge of production, Mark DeAngelis and Rob Faris are the executive producers and Andrew Kaplan is the supervising producer. For Jalbert Productions, Inc., Joe Jay Jalbert serves as the executive producer; Jay Jalbert is the director; and Joe Jay Jalbert, Jay Jalbert, Kenny Bernardini and Andrew Swanson are the producers.

About Jalbert Productions, Inc.

Jalbert Productions has been defining the edge of action sports for over 30 years. A full service media communications company specializing in film and television production and distribution, Jalbert Productions has been an innovator in the action sports arena by capturing the essence of sport in spectacular beauty and detail. Now with in-house high-definition capabilities and equipment, Jalbert Productions is a leader in HD sports production.

About RUSH HD

RUSH HD is the nation's first-ever high-definition channel dedicated to capturing life on the edge with the adrenaline junkies of adventure sports. Transporting viewers directly to the beating heart of these mind-bending sports – from B.A.S.E. jumping, kayaking and big-wave surfing to snowboarding, rock climbing, freeskiing and more – RUSH HD covers the globe to deliver pulse-pounding programming featuring one-of-a-kind expeditions into remote, uncharted territories, competition events with top athletes and highly visual action sports showcases. Offering a non-stop, visceral thrill-fest of explosive, action-packed images shot by highly-skilled camera crews who follow these athletes – jumping out helicopters, climbing up cliffs and skiing down mountains – RUSH HD is redefining the action genre both technically and creatively, giving viewers the ultimate edge-of-the-seat experience!

About VOOM HD Networks

VOOM HD Networks comprise the world's largest suite of high-definition content for distribution through satellite and cable operators. Produced exclusively in true high-definition and 5.1 Dolby® Digital surround sound, VOOM HD Networks carry programming in categories as diverse as sports, movies, fashion, music and art. VOOM HD Networks' 15 HDTV channels are available in the U.S. on Echostar's DISH Network and Cablevision's iO digital cable service. A 24/7 linear VOOM HD channel is available internationally and is currently distributed in Asia, Europe and the Middle East. Select VOOM HD programming is also available worldwide and has been licensed to viewers in more than 150 countries. Building on parent company Rainbow Media Holdings LLC's history of original programming innovation, VOOM HD Networks was developed to meet the growing worldwide demand for quality high-definition programming.

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