

SAVE JERICHO AGAIN

FOR IMMEDIATE RELEASE

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HISTORY STARTS NOW: JERICHO CAMPAIGN TAKES TO THE AIRWAVES

Fresh on the heels of funding an ad in "Variety" and a gigantic billboard in downtown Los Angeles broadcasting the need for a new home, fans of the serial post-apocalyptic drama Jericho are once again demonstrating their commitment to resurrecting their favorite television show. The latest salvo in the fight for Jericho? Over 200 cable TV ads airing over the course of ten days around Hollywood, Beverly Hills, and the South and East San Fernando Valley.

Through yet another massive fundraising effort over the past three weeks, fans – or Jericho Rangers, as they're often called – have put together over \$6,000 to purchase TV advertising in what may be a first for a fan community seeking to show support for a beloved show. The 30-second ad, created by a talented fan with the screen name RubberPoultry, begins airing June 12th in a ten-day run that hits popular, ratings-rich shows, such as "Ghost Hunters" on the SciFi Channel, "Deadliest Catch" on the Discovery Channel, and other programs on the History Channel.

With voice-over graciously provided by actor Brad Beyer, Jericho's stalwart, salt-of-the-earth farmer/ranch owner "Stanley Richmond," the ad can be found at www.savejerichoagain.com, a site specifically created to showcase the TV spot and highlight fan efforts on behalf of the show.

Targeting efforts in and around the Hollywood industry area where a decision about Jericho's future will most likely be made in the near future, Jericho Rangers have worked with Time-Warner (holding 97% of the market share in that region) to create a schedule that complements other fans' media efforts and maintains awareness of support for the show, its cast, and crew.

Since Jericho's official cancellation by CBS in March, it's been rumored that several networks and media companies, including the SciFi Channel, have expressed an interest in reviving and picking up the show. Talks are thought to be currently underway with Jericho's creators and interested parties to bring the show back to life in some incarnation.

For more information about the Jericho TV ad or other Save Jericho initiatives, please visit www.savejerichoagain.com.

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Editor's Note: An additional contact re: this TV ad is Christopher Witman at genpatton43@hotmail.com.