

**FOR IMMEDIATE RELEASE**

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**THIRTEEN/WNET AND BLOOMBERG TV  
TEAM UP ON ARTS PROGRAMMING**

New York, July 25, 2008 --- Beginning this week, *SundayArts*, the weekly arts and cultural program produced by Thirteen/WNET New York, will feature segments of the award-winning BLOOMBERG TELEVISION® program *Bloomberg Muse*.

“This is a great, natural alliance,” said Neal Shapiro, Thirteen CEO, President and *SundayArts* host, “and a win-win situation for Thirteen and our viewers. Both Thirteen and Bloomberg strive to bring the best arts and culture to the widest possible audience.”

This Sunday’s *Bloomberg Muse* segment of *SundayArts* is a profile of world-renowned choreographer Alexei Ratmansky, who resigned as head of the Bolshoi Ballet to pursue a freelance career. The New York City Ballet recently premiered his latest work, “Concerto DSCH,” to great critical acclaim.

*Bloomberg Muse* is a weekly, half-hour global program giving viewers an inside look at the worlds of art, music, dance, architecture, design, philanthropy, fine dining and wine. It airs on the BLOOMBERG TELEVISION network every Friday at 8:30 Eastern time, and repeats throughout the weekend. *Bloomberg Muse* is also available on BLOOMBERG.COM® and is podcast on iTunes in the Business News category.

Every Sunday at noon, Thirteen/WNET’s *SundayArts* offers arts and cultural news, profiles, interviews and performances from New York’s celebrated theatre and concert halls. Additional information on all the arts and culture New York has on tap is available online at [Thirteen.org/Sundayarts](http://Thirteen.org/Sundayarts).

**About Thirteen/WNET**

[Thirteen/WNET](http://Thirteen.org) is one of the key program providers for public television, bringing such acclaimed series as *Nature*, *Great Performances*, *American Masters*, and *Charlie Rose* to audiences nationwide, and serving the entire New York City metro area with unique local productions and broadcasts, cutting-edge Web sites, and innovative educational and cultural projects. More info at: [www.thirteen.org](http://www.thirteen.org).

**About Bloomberg Television**

The BLOOMBERG TELEVISION® service is the only worldwide 24-hour business and financial television network, broadcasting in seven languages to more than 200 million homes via eleven channels. BLOOMBERG TELEVISION programming is created exclusively by the global BLOOMBERG NEWS® service with more than 2,300 professionals in 135 bureaus.

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