



# SUPREME MASTER TELEVISION

AN INTERNATIONAL POSITIVE CHANNEL

FOR IMMEDIATE RELEASE

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## Supreme Master Television Launches on 10 Additional Satellite Platforms Worldwide

Los Angeles, CA – In an historic development, the round-the-clock positive channel Supreme Master Television is set to expand worldwide on an additional 10 satellites. Starting November 16, 2007 this free-to-air station of 24-hour uplifting news and inspirational programs will soon reach hundreds of millions more households on the continents of **Australia** (Optus B3 / D2); **Africa** (Intelsat 10 KU-Band and C-Band); **Asia** (ABS, AsiaSat 2, AsiaSat 3S); **North America** (Galaxy 25); **South America** (Hispasat & Intelsat 907); and the **Middle East** (Eurobird 2).

Now with convenient satellite access, viewers can freely enjoy a vast array of quality and entertaining programs. Supreme Master Television is currently airing in Europe, the Middle East and northern Africa via Astra 1 at 19.2° East and Hotbird at 13° East. To date, programs are broadcast in more than 40 languages, with over 30 subtitles.

After its landmark year of positive programming, Supreme Master Television continues to offer audiences a new way to view television—in a purely positive light. From its live broadcasts of peace-building events, to interviews with presidents, celebrities and the extraordinary peace wishes of ordinary people, Supreme Master Television is a bridge for understanding through its features on the beauty of all nations and cultures.

Announcements of Supreme Master Television are found in the world's major publications such as *TIME* magazine, *USA Today*, *The Guardian*, *Frankfurter Allgemeine*, *Le Monde*, and many more.

Los Angeles Mayor, the Honorable Antonio R. Villaraigosa, commented: *"Supreme Master Television offers a viable alternative... you promote programs of peace and brotherhood ...your station offers examples of compassion and love... Supreme Master Television reminds us of our shared humanity and our common commitment to building a better world for ourselves and our children."*

Supreme Master Television features programs that support a modern lifestyle that is green, healthy, and compassionate. Supreme Master Television's colorful array of uplifting programs includes a range of genres, from entertainment and film, to news and documentaries, lifestyle and culture, with new and meaningful shows continually added to the eclectic show line-up.

At the station's studio in Los Angeles, this news was celebrated with jubilation. Lily Able, Director of Programming said: "It's inspiring in that there is a tremendous appreciation for uplifting news and programming. Viewers worldwide are eagerly anticipating Supreme Master Television's premiere via satellite in their countries. We're very pleased and honored to bring positive media to all cultures around the world."

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## SUPREME MASTER TELEVISION'S CURRENT SHOW LINEUP:

- **Noteworthy News** presents heartwarming news from around the globe, exalting good deeds and bringing awareness to important social issues.
- **Words of Wisdom** features lectures by Supreme Master Ching Hai, a world-renowned humanitarian, respected spiritual teacher and accomplished artist, which will inspire & ennoble your lives.
- **A Journey through Aesthetic Realms** is an award-winning series that presents entertainment programs with lively performances from around the world. This long-running television program had been regularly broadcast in the United States to 90 million viewers.
- **Vegetarianism: The Noble Way of Living** seeks to inform you why and how to lead a fulfilling vegetarian life, through cooking shows, and interviews with medical and nutritional experts, as well as celebrities.
- **Music & Poetry** features exquisite poetic verses and melodious songs, performed by Supreme Master Ching Hai and other celebrated artists.
- **Animal World: Our Co-Inhabitants** demonstrates effective and loving ways to care for our animal friends. This show will also feature true stories which reveal the intelligence and the loyal love of animals that will touch your hearts.
- **Planet Earth: Our Loving Home** - As a tribute to our beautiful planet, this show features various ways to care for her precious resources. The time is here and now to preserve the environment and the wonderland we call home.
- **Between Master and Disciples** offers a glimpse into candid conversations between Supreme Master Ching Hai and spiritual practitioners on subjects ranging from daily life to the secrets of the universe and much more.
- **Healthy Living** provides information on preventive and holistic approaches to wellness, fitness and nutrition.
- **Cinema Scene** takes a look at some of the latest movies as well as the favorite classics and inspirational films.
- **Vegetarian Elite** Past and present vegetarians are featured on this show and their compassionate lifestyle.
- **The World Around Us** journeys across the globe to discover and introduce the famous spiritual locations that are definitely worth visiting.
- **Models of Success** highlights people who have taken their success to help others and the world.
- **Enlightening Entertainment** features unique interviews, inspiring movies and documentaries that elevate the soul and nourish the spirit.
- **Science & Spirituality** The correlation and similarities between science and spirituality are fascinating and this series explores this interesting relation between the two.
- **Good People, Good Works** celebrates modern day heroes who help others and strives for the altruistic ideals to better society.
- **Our Noble Lineage** is a reflective look at our cultural, religious, and spiritual roots in vegetarianism.



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## What some of our international viewers have to say about watching Supreme Master Television:

*“The programs which have been made on the channel are very beautiful, blessed by blissful grace, from the studio in the USA showing different languages, how to connect to the world, 24 hours daily, live, heart to heart. Imagine if we had ten more channels of this kind, if we had ten Supreme Master Television, one in each continent, one which connects Africa, Asia, Oceania, Europe and Latin America, which could exchange the good news to the world.”*

Journalist Claudio María Domínguez, Un Mundo Mejor TV (Argentina)

*“I watch your TV program almost day and night because I love it so much. Everything is so very heart-rending. Often my tears roll down because of the overwhelming beauty and love, especially concerning the animals. You say “Thank you for watching” and I say “Thank you for broadcasting.”*

Thomas Heider, Germany

*“Deepest thanks to you all for creating such a useful and positive TV. Watching Supreme Master TV makes all my worries seem so small in comparison to all the positive work people are doing to help each other and our beautiful planet!”*

C.C., Eureka Springs, USA

*“All your positive news, programmes, and great music make me full of hope and energy everyday! LETS HOPE there are even more TV channels with all these positive programmes, which certainly will bring our Mother Earth and human civilization a better, brighter future with compassion, love and virtue.”*

DL, Malaysia

*“We watch you everyday from Liberia, Guanacaste. In my family we are looking forward everyday to watch you. Your TV channel is the best thing that could have happened to the planet.”*

Patricia, Maria Paula and Mary Ann, Costa Rica

*“Supreme Master Television is the best TV I have seen so far.”*  
Samuel, Uganda

*“I am very glad to say that you as Supreme Master Television are not the best, but the FIRST. Finally a TV channel that is broadcasting from heaven. Since it is the only channel which presents compassion and love, and the first one which broadcasts positive words and news for a better world, so comparison is impossible.”*

Mehrdad, Iran