

ECOLOGY COMMUNICATIONS, INC.

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THE ECOLOGY CABLE SERVICE

It certainly isn't a new word. In Greek ("oikos"), it means the home, the place where we live. And *ecology* means the science of how all living creatures interact within our home - our environment on this fascinating, complex Spaceship Earth.

Yet, "environment" and "ecology" are extended to encompass the inseparable universe. Mankind was not the first organism to leave the Earth's atmosphere. Mankind, plants and animals are now living in space for extended periods. The Earth, and survival of all species, is reliant upon the harmony of its existence among billions of other planets and space objects. With mankind's entry and enterprises in space since the early 1960s, there is valid and increasing reason to extend environmental and ecological concerns to the farthest regions of our home in space.

Environmental unity exists everywhere, and the survival of all species on Earth depends on its continuance. One of our objectives is to connect space science, exploration and its discoveries with Earth, its immediate environment and ecology, by using the media to connect people.

It isn't surprising that while the interest of Americans on many other issues tends to fluctuate, public interest in our environment remains constantly high. Today, over three-quarters of all adult Americans pay attention to a company's environmental reputation before they buy its products and services. Two-thirds of us recycle the waste from our homes, schools, or offices; and 70% say they would be willing to pay higher taxes to make our air and water cleaner.

Ecology Communications presents the highest level of commitment to the environment, to personal and community ecology, and to a sustainable way of life for ourselves and the next generation -- through highly compelling, visual, unbiased and empowering television and Internet content. It's all about connecting... people with the environment, with their home, and with themselves. It's about the seven E's: Environment, Education, Enlightenment, Entertainment, Excitement, Empowerment, Excellence. It's all about **Ecology!**

Ecology Communications, Inc.

ECI was originally formed in October 1993 as *The Ecology Channel, Inc.* for the purpose of establishing, owning and operating a television production company and cable television network. The company was formed to focus solely on all aspects of ecology and the inter-connectivity of all living things and their environment.

By the time it had established its programming operations in 1994, the Company had changed its name to **Ecology Communications, Inc.** to reflect its broader position as a major source of environmental television programming for the U.S. cable television industry, alternative satellite distributors, and worldwide programming syndication. By the end of 1997, Ecology's programming reached over 10 million American homes on *Outdoor Life Network*, and an additional four million homes on Ecology's proprietary and rapidly growing local programming service for cable operators called the **Ecology Cable Service**. This service eventually reached 11 million homes nationwide in major cable markets.

In June 1998, ECI was combined with two other companies with common shareholders and strategic synergies to create **The J-Net Group, Inc.** Ecology Communications maintained its operations and branding as a major division of J-Net, including the continued production and distribution of programming, as well as the development of its library, Internet operations as www.ecology.com, and international programming syndication.

In September 2001, the Ecology Communications division was spun off from J-Net to form the new Ecology Communications, Inc., a Massachusetts corporation. This action was taken for the purpose of significantly expanding the distribution of its television programming via a broad array of multimedia platforms, particularly utilizing the convergence of its television programming and Internet operations. Such other businesses focus on domestic and international syndication of programming assets, traditional video distribution platforms, and the development of integrated educational applications for students, teachers and the life-long learner.

THE ECOLOGY CABLE SERVICE

In May 1997, *Ecology Communications* launched the *Ecology Cable Service* (ECS) as a natural extension of its ongoing multimedia operations. Specifically designed as a co-branded enhancement for local cable-originated programming, the *Ecology Cable Service* provided cable operators nationwide with world-class, ecology-branded programming on a barter basis. The service reached 11 million homes within 18 months, covering large markets such as Boston, Atlanta, Tampa, Orlando, New Orleans, San Francisco, Chicago, Dallas, New York, St. Louis, Philadelphia, Detroit and many others.

The purpose of the cable service was two-fold:

- 1) to develop a market for Ecology's programming on cable television in the absence of a network, and
- 2) begin introducing and branding Ecology's programming with cable operators. This effort turned out to be very successful given the amount of carriage and feedback from cable operators.