



NEWS

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RFD-TV and NCTC Announce Multi-Year Distribution Agreement

(NASHVILLE — June 20, 2016) RFD-TV and National Cable Television Cooperative (NCTC) announced today that they have entered into a multi-year distribution agreement, which allows over 800 video service providers across the United States the opportunity to launch the network. RFD-TV, whose stated mission is to reconnect city with country, is the only national cable network that serves the needs and interests of rural Americans through programming devoted to the rural and western lifestyle.

“RFD-TV has had a relationship with a vast number of NCTC members for many years. Indeed, these independent cable operators helped solidify our standing as a successful, independent network. Our partnership with NCTC offers an exciting opportunity to further the relationship with member operators not currently carrying RFD-TV and RFD HD,” stated Peter Clifford, RFD-TV’s head of distribution.

This is the latest in a long list of recent accomplishments by the Rural Media Group. The network recently announced that Mediacom would carry RFD-TV in HD system-wide. Additionally, RURAL RADIO Channel 147 on SiriusXM is now available to more than 30 million subscribers. For more information about RFD-TV, visit rfdtv.com.

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About Rural Media Group, Inc. (RMG):

Rural Media Group, Inc. is the world’s leading provider of multimedia content dedicated to the rural and Western lifestyle. Reconnecting city with country, RMG is the parent company of RFD-TV, RURAL RADIO, FamilyNet, RFD-TV The Magazine, and RFD-TV The Theatre. RMG networks are distributed to more than 100-million homes worldwide by DBS, telco and cable systems including DISH Network, DIRECTV®, Comcast, AT&T U-Verse, Mediacom, Charter, Optimum, Brighthouse, Suddenlink, Time Warner, Cox, and more than 600 independent rural cable systems. Corporate headquarters and broadcast operations are in Nashville, Tennessee.

About RFD-TV:

RFD-TV is the flagship network for RMG. Launched in December 2000, RFD-TV is the nation’s first 24-hour television network featuring programming focused on the agribusiness, equine and the rural lifestyle, along with traditional country music and entertainment. Top RFD-TV programming includes *Market Day Report*, *Rural Evening News*, *Rural America Live*, *Western Sports Weekly*, top rodeo events such as *The American*, and award-winning musical entertainment such as *The Marty Stuart Show*, *Reno’s Old Time Music*, *The Molly B Polka Party*, and *Larry’s Country Diner*.

About NCTC:

The National Cable Television Cooperative, Inc. (NCTC) is a Kansas not-for-profit corporation that operates as a programming and hardware purchasing organization for its member companies who own and operate cable systems throughout the U.S. and its territories. NCTC seeks to maximize current and future opportunities to ensure the profitability, competitive stature and long term sustainability of its member companies.

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